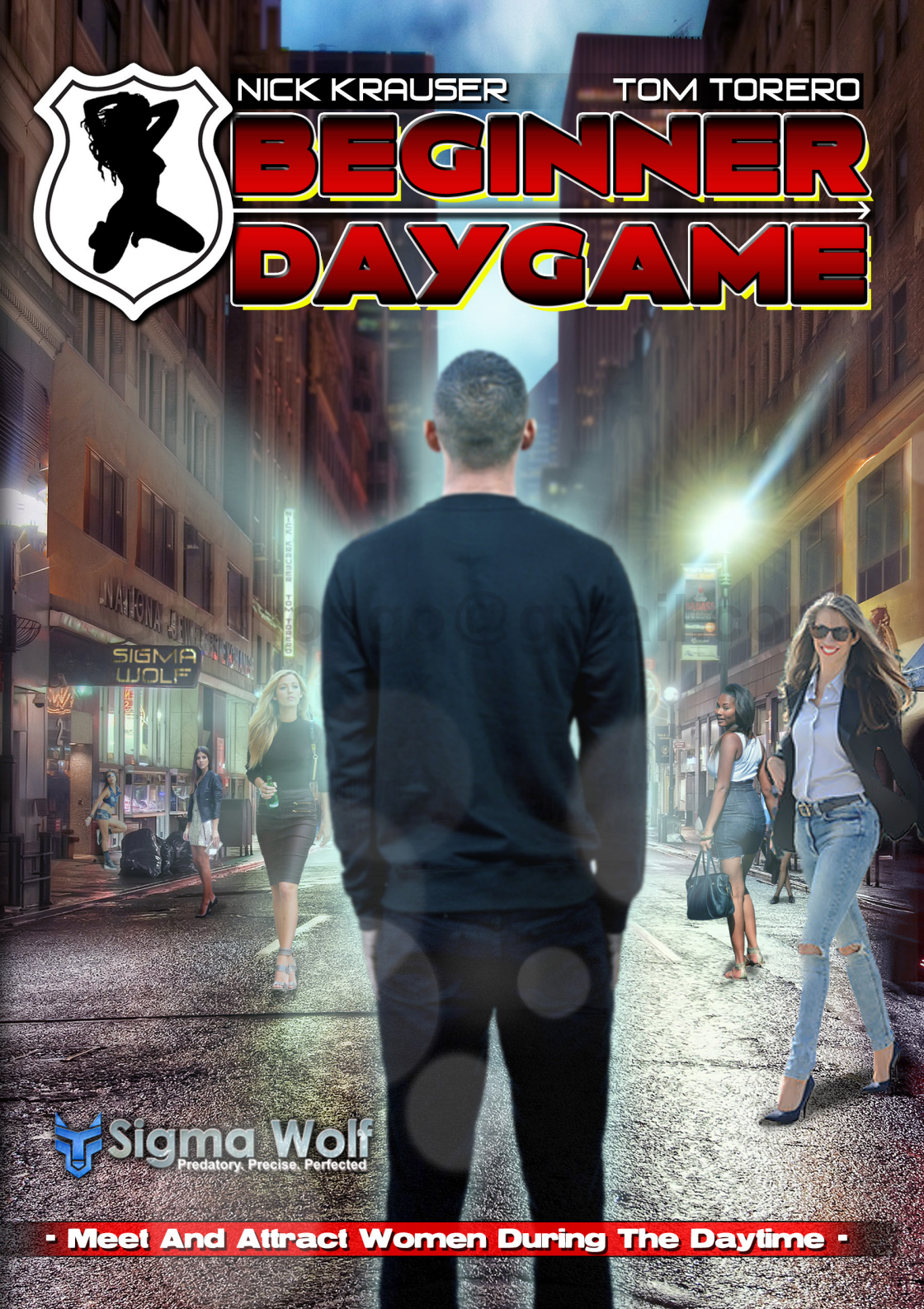




NICK KRAUSER

TOM TORERO

# BEGINNER DAYGAME



 **Sigma Wolf**  
Predatory. Precise. Perfected

- Meet And Attract Women During The Daytime -

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The background of the slide features a close-up, grayscale image of a woman's face, focusing on her eyes and hair. Overlaid on this is a large, white shield with a black outline. Inside the shield is a black silhouette of a person in a dynamic, athletic pose, possibly a dancer or a fighter, with one arm raised and the other extended. The word "INTRODUCTION" is written across the center of the slide in a bold, stylized font with a fiery, orange and yellow gradient and a black outline.

# INTRODUCTION



# THE PROBLEM

In our long experience of teaching men how to pick-up and seduce women, we've seen everything. All those problems that feel unique and special to you – trust us, we've seen them before and we've helped men smash through and ride the train to success. Between us we've taught literally thousands of men in person, and unfathomable amounts further through our writings, YouTube videos and paid products.

Trust us. Whatever is holding you back, we've seen it before and we know the solution. Fortunately the single biggest step is the one you've already taken – deciding that you will improve with women and then finding a guide to direct you. Well done, that's half the battle. We'll gladly show you the rest of the way.

You have probably already sensed the next big step. A mental problem in the "Seduction Community" (the group of men who have banded together to help each other get better with women) is for somebody with an interest in social dynamics and Game is to sit on the sidelines and just read about it. We'll grant it is a fascinating subject. You can end up being an expert with your YouTube comments underneath infield videos of other people talking to women. You can collect a whole host of material that is very theoretical. You can watch endless infield videos, which are instructional but addictive.

There's a whole world of interesting Game material out there to consume. And *that's* the problem.

For most students we've taught, the problem is self-created buffers. Your brain will always find reasons not to leave your house. It's a secret of the Seduction Community that men don't admit, but we can all say we've been there. We can all admit that we've had times, often weeks on end, where we've convinced ourselves we must "learn more" before we are "ready" to talk to girls.

You are ready right now. Perhaps you aren't 100% ready, but guess what? There are lots of beautiful women walking around outside right now. Lots of them are single. Lots of them are horny. And *almost all of them* love the experience of being chatted up.

So we preach *radical action* – taking steps to shut your laptop, leave your house and get started.



It's not your intelligence you need to build on, but your social intelligence. Daygame is a highly practical, physical skill-set you can learn, much like tennis. 90% of your learning needs to be actually doing it. 10% can be instruction (like this book), coach feedback and theoretical tweaks.

## TAKING THAT FIRST STEP

For a newcomer to this material, it's easy to be overwhelmed. You've just discovered that there is a method to seducing women. Wow! That's mind-blowing, when you think about it. All your life you've been told to "be yourself" and eventually the right girl will just appear in your life. You've seen the romantic movies where fate and serendipity just push the man and woman together. You've heard your mates talk about "getting lucky" when they successfully lay a girl.

We've been taught that getting laid is something that just happens. And clearly it hasn't been *just happening* often enough! So it's mind-blowing when you realise it's possible to learn a skill-set that gives you conscious control over the process.

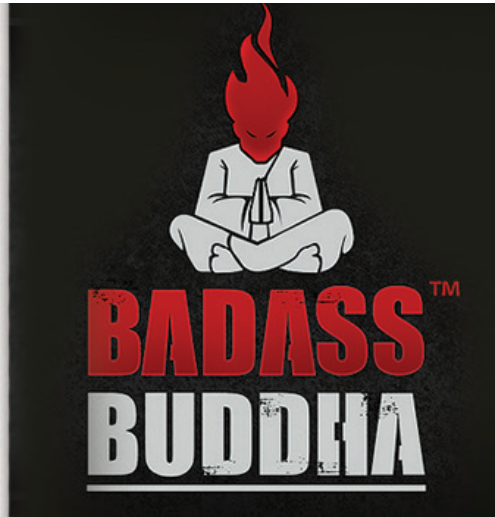
We won't promise you it's 100% foolproof. No system is. Game is an art, not a science. What we will promise you is that if you follow the step-by-step instructions in this book and accompanying video then you will get better. And if you stick at it long enough you will get **good**.

But right now, you're probably feeling a little overwhelmed. A little uncertain. You're wondering if this stuff really works and whether you can do it. That's why we developed this product specifically for beginners.

There is already very good daygame material on sale, such as *Daygame Mastery* by Krauser and *Badass Buddha* by Tom – it's all there. It's fantastic, it's immense, it's thorough, it's detailed, it's academic, and it explains the London Daygame Model inside out. The problem for beginners is all that great material is designed for men who've already done their first 500 sets. We made those products assuming you already know the basics.







What's lacking is fundamentals. It's not enough to watch guys picking up girls on YouTube. It's too much to jump in at the deep end of theory. So we will give you the training wheels. What's become apparent since releasing our advanced products is that there's currently a gap between "entry level" daygame (getting started with social dynamics, and getting those first few hundred sets underneath your belt), and products like *Daygame Mastery* or *Badass Buddha* that assume that you know a lot.

There are a few entry-level daygame products out there but the harsh truth is they just aren't very good. You'll waste a lot of time and barely make progress. When this material was produced, game hadn't evolved very far. It was wishy-washy and a lot of it was taken from the pseudo self-development sphere and hurriedly applied to daygame. A lot of it was cribbed from confidence courses, wannabe Tony Robbins guys who weren't even getting laid. Other elements are just simple self-amusement for 'confidence building' that looks funny on YouTube but doesn't make the girl at all interested in sleeping with you.

There's a big gap in entry level knowledge i.e. getting you started, closing your laptop, leaving your front door and hitting the street. This product addresses that gap.



# WHAT WE'LL GIVE YOU

You are going to see some very applicable, concrete drills, structures, and scaffolding. People often want to start with the “why”. Not today! The why of daygame and of all these technical points we’re going to reveal has already been done; it’s already out there. You can find the links later on in this book. Let’s just park that for now.

We’re going straight to the nuts and bolts, things that we teach students directly on the street during our coaching sessions. We’re going straight to the little tips, tricks, and hacks that give you a firm grasp of the fundamentals of social dynamics. From that structure comes freedom. So if you’ve been a daygame voyeur so far, this is for you!

Gazmongo@gmail.com

## HOW THIS IS DIFFERENT FROM THE OLDER DAYGAME MODEL?

In the last seven years the **London Daygame Model** has undergone significant modifications, both to how it’s done and how it’s taught. Originally daygame was indirect, friendly and slow, with guys trying to adapt the Mystery Method on the pavement in “boyfriend” mode. In the last few years Torero and Krauser have shifted the model in the “lover” direction, making it far more direct, fast and sexual. We believe this “outlaw” style of daygame is the most refined and efficient out there, and that’s why we both use it and teach it.





OLD DAYGAME MODEL	NEW DAYGAME MODEL
Indirect (hiding intent)	Direct (showing intent)
Static Mystery Method phases (Attraction, Comfort, Seduction)	Intertwined phases, with Attraction, Comfort and Seduction fractionated
Routines used religiously	Lines used as training wheels
Verbal	Verbal plus heavy non-verbal
Social	Sexual
Slow	Fast
Being boyfriend material	Being lover material

For the purposes of this book, don't focus on mastering the new version of the London Daygame Model just yet- take baby steps by using the simplified structure in this book.

## **Beware "Natural Game"**

Just like diet pills or get-rich-quick schemes, everyone's looking for a shortcut to doing the hard work. It's no different with learning Daygame. Don't be fooled by companies and coaches who claim to teach "natural game" - the oxymoron being obvious. Game is a skillset that can be learned by practising over time. At first you'll be consciously incompetent, then consciously competent, until finally you can "flow" and be unconsciously competent. Advice that tells you to "just be yourself" or "just be confident" is the equivalent of turning up to a boxing gym and the coach telling you the same before facing your first fight. The natural game movement was born as a reaction to the heavily prescriptive advice of early indirect game, but it's now nothing more than a marketing gimmick which is doing a massive disservice to new guys in the community trying to get their dating lives handled. To quote Bruce Lee, "first skill through structure, then mastery through abandonment."





# PRE-GAME

PART ONE



# WHAT IS DAYGAME?

## THE SOCIAL BLINKERS

There is no rule, no law, no government edict that says you can only meet girls in bars, clubs or the internet. And yet that's how everyone tries to do it. Every Friday night a horde of men will put on their best shirt, throw down a few beers and then queue outside a nightclub to be let in to the fabled heaven of *where the girls go*.

And we know what usually happens next.

The girls rush onto the dancefloor and wave their arms around, while others stand sipping cocktails while practicing their intimidating princess face. At the other side of the dancefloor is a line of men, scared to death, looking thirstily at the girls and doing nothing about it. As the night progresses and the drinks flow, some men build up the courage to dance near the girls and perhaps try grinding on them. A few will take a chance beginning a conversation. Every now and then it works out well. Most of the men go home having achieved nothing but a sleepless night and a hangover.

There are ways to pull women in those environments. Its tough to do consistently, but some men can make it happen even when they aren't especially good-looking. That's great. But consider this – why restrict yourself to such narrow time-window of a few hours two times a week? Why compete in a club where the men outnumber the hot women three-to-one? Surely there's another way.....

## DAYGAME

Women like men. Hot women especially like charismatic, confident, sexually-aggressive men. It doesn't matter if the woman is standing at a bus stop, perusing the bookshelf in a store, or sipping coffee while waiting for her train. If she meets such a man, she'll enjoy it.

Daygame is taking what we want from women by giving them what they want from men. Both sides win, complimenting each other's strengths like a finely-



honed tango dance. Krauser and Tom have developed a daygame system that allows you to approach beautiful women in almost any situation and, quickly and confidently, convey that **you** are that charismatic, confident and sexually-aggressive man she's been thinking of every time she read a romance book.

It's both a system and an art form. We've developed it over five years of consistent in-field experience until every element from "hi" until taking her number is as finely-honed as the tango dancers.

## THE JOURNEY

In the beginning it's easy to think daygame is a trick – a collection of lines and body language hacks to make a woman like you. This is a long way from the truth. Daygame is a journey. As you take your first steps you will naturally feel trepidation and anxiety. Those first few interactions will be clumsy but probably fill you with euphoria that you even tried it. And soon, the girls start smiling at you. Some of them give their numbers. You realise you are climbing a mountain and while your mind is intently focused on each small step and the obstacles in your way, every now and then you'll look back and realise how far you've come.

Daygame is a tool that will completely redesign your entire personality. Every time you go onto the streets to chat up women you are confronting your fears, learning about yourself, learning about women, and learning how people interact. Within a few months you'll be a different man – more confident, more outgoing, more socially savvy, and brimming with a sense of purpose and direction. The true seduction is of yourself.

We are going to help you chat up sexy women, but we are also going to do so much more. We are opening the door so you can begin your journey to becoming a much better version of yourself, the man that you know deep down is who you are really meant to be. It's up to you to take the steps. We can't do the work for you. But what we can do is carefully and patiently guide you on that journey. Because we took that journey, and have led hundreds of men there already.

There's a world of opportunity out there for you.





# GETTING READY

## 1. HYGIENE

We'll begin by nagging you just like your mum does. Make sure you've got the following basics handled and if any of them give you trouble then ask an expert or Google it.

- **Oral**

**Clean your teeth** – Be sure to clean at least once in the morning and once at night so that your teeth are immaculately clean. Girls will be standing just a foot or two in front of you and looking at your face so they will definitely notice dirty teeth and gums. If food gets stuck in the gaps you'll need to floss. If your teeth are yellow-ish then use whitening toothpaste and consider a professional whitening process at a cosmetic dentists. Clean healthy teeth are a clear sign of good health and high self-esteem so don't neglect them.

**Mouthwash** – Not only can a girl see your mouth but she can smell anything coming out of it. You'll be talking a lot so do so with the confidence that your breath is fresh. Carry a packet of gum to refresh while walking the streets.

- **Hair**

**Stray hairs** – Look at yourself in the mirror and carefully inspect every inch of your face. Do you have little wisps of hair in your ears? Perhaps a few thick black hairs protruding from your nostrils? If so, whip out a shaver and get rid of them.

**Shave** - Go to a barber's shop and ask for an old-fashioned shave. You'll be surprised just how clean and smooth they can get you. Later in your daygame journey we recommend experimenting with "tough guy" facial hair but for now establish a baseline of physical hygiene that signals to the girl that you have the self-respect to care how you look in public.



**Haircut** – Whatever your haircut is right now, it's almost certainly not the right one for you. Men tend to just fall into a regular hair style without giving it any real thought nor seeking expert advice. Go to a hairdresser's and ask a young attractive girl (or a gay guy – basically any male hairdresser) and ask what style suits you. A different haircut is one of the easiest steps you can take to quickly transforming your image.



*The right and wrong way to deal with baldness*

If you're losing your hair then shave your head – it's better to own your baldness than to look like a man fighting a losing battle against inevitability. If you're concerned about the shape of your head you can look into hair tattoo, which is going to give you a hairline like a number one cut. Don't fear baldness – girls really don't care about it. Krauser is bald and, despite having done thousands of sets, *only two* girls have commented on the fact (and that was in the bedroom during sexy times). It's something men worry about that actually has very little impact on your daygame results. As an intermediary step consider wearing a hat until you build more confidence. Below are some examples of easy-to-wear, simple urban hats, ideal for any city



*Good examples of hats*

You don't need a crazy haircut, you don't need to crazily peacock on the street. The idea is not to draw massive amounts attention for yourself. We want you to feel comfortable with your hair so that you can turn your full attention to the daygame.

There is a stubbornness with men regarding self-image which increases with age because your ego is tied to that self-image and we don't like people to point out things in us. It's much easier to believe that looks don't matter at all, whereas looking good really does matter, especially on the street. When there are no flashing lights or alcohol involved first impressions count. They're only a foot in the door but they do count. The idea is not to look like Brad Pitt or George Clooney; It's for you to feel sharp, suave and distinctive in the girl's mind. If you're trying to attract women who take care of themselves, you need to take care of yourself too.

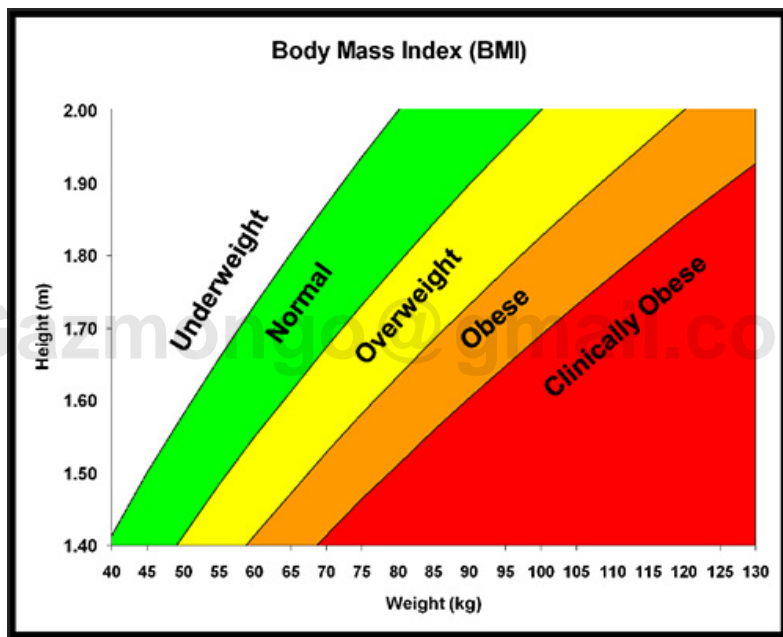
## • **Skin**

Many, many students we've taught have low self-esteem based on their skin, i.e. spots. If spots are affecting your self-image then this must be addressed before you hit the streets. First, try over-the-counter solutions. Second, see your local doctor and ask to be referred to a dermatologist. Many successful daygamers have taken the drug Roacutane to treat acne that persisted into their late twenties. Three months of this strong drug eliminates acne in approximately 90% of cases.



- **Weight**

There's no hiding the fact that being overweight massively affects your self-esteem and will therefore have equally massive implications when you leave your house to daygame. See the graph below. If you're above the "normal" weight you *must* lose weight. Don't worry about fancy diets or militant exercise regimes. As ever, the basics apply; eat less, exercise more. That will get you most of the way.



A lot of what this book is about is being the responsible older brother you never had, the nagger you never had. We're going to be the people who remind you, who kick you up the arse, into change, into action, because there's too much pseudo-science around. Too many complex methods, hocus-pocus gibberish, both in the seduction community and in the self-help industry, which doesn't want you to change. This guide is blunt but transformative.

There's no secret to a balanced diet. There's no complex methodology that you need to buy into. This advice is common sense.



A word on diet while daygaming: Daygame involves a lot of walking, a lot of sunshine and in the cold weather a lot of cold, so don't get in the habit of eating shit food while you're doing the daygame. Make sure you have a good hearty breakfast (Tom recommends porridge with bananas) get some carbohydrates, get some bread or get some pasta because you're going to be walking those off and don't snack on rubbish while you're out daygaming.



So, no cheeseburgers, no subsisting on chocolate and bags of Wotsits, no pot noodles late at night. Eat good food, what your mum would want you to eat. Blood sugar spikes will cause your vibe to be very volatile. We're looking for slower release. Look at the list below of recommended daygame snacks:

- Fruit such as bananas and apples
- Freshly-made sandwiches such as from Pret-a-Manger
- Sushi
- Fruits such as bananas or apples
- Freshly made sandwiches
- Nuts or dried fruits
- Sushi
- Nutritious soups
- Protein bars



## 2. STYLE

Just like with weight, fashion is easily overcomplicated and men fret far too much about this, wasting time on long makeover sessions or trying many different styles, buying expensive clothes. These are just buffers to avoid taking action. The real action that's needed is leaving your front door so it's better to have fewer good clothes than lots of mediocre clothes. By good clothes, we mean something that makes you look younger, something that's not too peacocky, too flashy, something that fits your personality. Wear clothes that girls can remember. Pick either low-end (rock and roll, bad boy) or sharp and suave (man of mystery). The middle ground is not good - avoid the beige trousers, the bagginess, the "cubicle guy" look. Trying to look like a billionaire playboy with gold watches, polished shoes and tailored suits can also backfire by putting you in the provider box and therefore attracting the wrong type of girl.

### Drill 1.1

Next time you're on your way to the supermarket or to your office, scan the subway platform, the bus stop and the pavement in front of you. Look at how men's fashion blurs into one bland nondescript mass. Look at the hoodies, the ill-fitting clothes, the white trainers, the baggy t-shirts that have all been bought from the same shop. Most men are afraid to stand out, so a distinctive style is key.

**Fit** – Ensure all your clothes fit well. That means err towards tighter, not baggier. The curse of modern day American fashion is baggy, so we want well-fitted trousers, well-fitted t-shirts, well-fitted shirts. *Tighter is better than baggier.* If you have no knowledge of fit, go to a high-end clothing store. You don't have to buy these clothes, but get a young, attractive girl or a gay guy to give you jeans and a t-shirt that fits your body type.

**Combination** – Focus on darker colours and layers. Keep it simple. If you don't know where to start, assemble three daygame outfits, all of them well-fitting, layered dark colours. Ideal colours are dark blue, navy, brown, grey, black. Avoid heavily patterned shirts with bright and crazy colours. We are going to give you a daygame uniform that is prescriptive and we know that it works, because both Nick and I have worn this in cities across the world and given it to students with great results.



## Drill 1.2

Go into a high-end store (Zara, AllSaints, Diesel, G-Star etc) and ask the opinion of the young, attractive shop girl to find a pair of jeans that fit you. Then a t-shirt, a jumper, and a jacket. Go into the changing rooms and snap away a catalogue of shots on your mobile phone that you're going to use as reference points. Write down or snap the picture of the number of the jeans, your waist size, and your leg length. Developing an eye for style will take time so start with baby steps and take advantage of the staff's expertise. You'll gradually be changing your image. You're not going to be turned into Robbie Williams overnight but the incremental changes will add up.

We want you to buy a t-shirt as the focal point to your outfit, a rock'n'roll t-shirt with a low-cut neck and made of thin clingy material. It will look weathered, like something that you'd imagine Mick Jagger wearing



Find a distinctive masculine symbolism e.g. a skull, a tiger, an eagle, or it could be a rock band's old logo from the 70s or the 80s such as Guns'n'Roses. You're projecting the outlaw rock star image. That means not brightly coloured, not too popular, so you don't want to see it on everybody. Avoid brand names. Brand name mean being plugged in to the matrix. We want anarchy. If this is



unusual for you, start basic, with a Rolling Stones tongue-out logo.



Another golden rule is to get used to wearing these clothes so you love every item that you're wearing. Wear it around your house. Wear it in the evening. Become comfortable looking at yourself in the mirror dressed like that. Get used to the well-fitted jeans. The jeans are going to feel tighter on you than usual; the t-shirt is going to feel more fitted on you.

Over the t-shirt there are two options depending on the weather in your city. For a temperate climate, between 15 and 25 degrees, a simple leather jacket or a denim jacket goes really well with the t-shirt. The cost of the leather jacket is not important but the fit and the fact that it is real leather are very important. You don't need to go to an expensive store for this; check out thrift shops, second-hand shops, markets, record stores. Again, ask young, attractive salespeople in these stores for your fit.





The opposite choice of the leather jacket is a blazer, for when you're going after the higher-end style. You can buy these in H&M and Zara any day of the year; the brand really doesn't matter because it's a classic design that everyone does. What really matters is the colour and the fit. It has to be one size smaller than you think, so you probably right now think you're a large, perhaps a medium; try on a small, see what it looks like and ask the girl in the shop. Colours can be grey, black or navy; very simple. Combined with the t-shirt, the leather jacket or the blazer will immediately make you stand out from the stripy, Gap jumper brigade.



Don't listen to the hype regarding jeans - the brand doesn't really matter. What matters is keeping it dark, fitted and slightly distressed. Avoid brand logos, avoid *excessive* weathering and *extreme distressing*. Fit is everything. We're not going for the Russell Brand spray-on skinny, we're going for the skinny, slim fit or boot-cut. See the pictures below.



**Weather** - In cold weather personal comfort is very important for your vibe so invest in a pair of thermals. Get a thermal t-shirt. You can get these from normal department stores such as M&S. They are meant to be vests that are worn underneath the shirt, and get a pair of longjohns, which is the same thing for your lower body. You wear the longjohns under your jeans and the thermal under your t-shirt and, if you get the right fit, they're invisible. Now, you'll feel very odd when you first put them on, thinking "that's what my grandad wears" but if you're walking for three hours in the winter you don't

want to be shivering and shaking because that will drive your vibe down. Girls just don't notice your underlayer.

In the heat it's actually harder to dress with an edge, as most people are going to be wearing shorts, t-shirts and light shoes if it's over 30°C. The main thing is to avoid looking like a clichéd "tourist abroad" with a flowery shirt, baggy shorts, cap, socks and sandals. Go to Zara or just observe what the cool guys are going for. Denim shorts, Converse trainers and a fitted "badass" t-shirt are a good starting point, along with the accessories described below. Note that you can't hide a belly or a skinny frame if it's hot, so all the more reason to get in shape if you're going to be doing Daygame in Miami or Cyprus.

## FOOTWEAR

The daygame standard has to be boots. Perhaps you're not used to wearing boots but they have been a daygame standard for years for very good reason. Boots are great for all weathers, all cities. You can even rock them in the summer. They have a heel, which gives you a little bit of height and they're very durable. We're not looking for walking boots (e.g. hiking) we're looking for rock star boots. Leather boots are now easy to find and are a staple of urban fashion. Look at these pictures from River Island and Caterpillar.



As a side note, don't buy boots from AllSaints as the sole is extremely flimsy and will only last two months. We're looking for a daygame boot that lasts over six months of daily use. These are going to be your number one daygame item because of the amount of time you're going to spend in them walking around your city, so don't be surprised if you need to get them re-heeled at a cobbler, if you need to get new laces or if you go through two pairs every

year. It's worth spending a bit of money on them. We typically get £90 boots from a high-street store.

We recommend buying two pairs of boots so that you can swap them over on alternate days and give the leather some breathing time, enhancing their longevity. Expect the first few times you wear your boots to give you some aches and pains, perhaps even blisters, just like preparing for mountaineering. Wear them around your house; wear them up and down the stairs until they're a snug fit.

## ACCESSORIES

There is a fine line between being an over-peacocked, blatant attempt at a pick-up artist and being a cool masculine guy with a few interesting items. We are not aiming for this:



Only a few men can carry off this level of peacocking when it is congruent with their rock star personality. We're aiming to lift our sense of masculinity in incremental steps, so you don't need to buy all of this at once. Try one item



at a time, get used to it and see how girls respond to it. The items pictured below: bracelets, beads, necklace, finger rings, consider getting a tattoo.



A well-placed, visible tattoo can instantly give you edge if you've always been put in the Nice Guy box, but take your time in deciding what you want as it's a big decision. Avoid popular designs that you see everywhere; you want something personal with a story behind it. Remember that when you're doing daygame only your wrists and forearms will be visible (if you've rolled up your sleeves or wearing a t-shirt) so consider the placement carefully.





### Watch

A watch is one of the few natural accessories that a man has that can be very, very masculine. Our advice on choosing a watch is it should be aggressively masculine but not showy, because showy will send the wrong message as you'll find in later theory books.

#### Drill 1.3

Go into a high-end jeweller's, so in London that would be Selfridges, a place that sells Rolex, Breitling, Panerai, U-Boat and other expensive premium watches that are \$10,000. Peruse the display cases and see which models really appeal to you. Until you've developed a good eye for watches, we're going to be prescriptive. Choose either a leather strap and silver case or a military-style watch with a rubber strap and a black PVD case. PVD is the coating that is used on guns to stop reflection in the night used by Special Forces. It's very aggressively masculine.



So choose watches – there are some examples above – and then I would suggest you get the nearest watch to that which is within your budget. Buy either an official lesser brand copy for around \$200, such as Fossil, Invicta, Tissot etc or you may prefer to get a replica watch online. If you search ‘replica watch forums’ and look at links you will find there’s a lot of Chinese companies offering these watches. My recommendation there is you’re buying the *vendor* not the watch. Find a vendor with a good reputation then browse his selection for what you like that’s similar to what you saw in the shops. We recommend Quartz movements because cheap automatic watches malfunction. Err on the side of a watch bigger than you feel initially comfortable with.

## Belt

A distinctive masculine belt is vital for daygame. Along with the boots and watch it is one of the three most important elements supporting the focal point of the t-shirt. The job of a belt is *not* to hold up your trousers; the job is to draw the eye, to break up the line between upper and lower body. Look for a real leather belt with a distinctive buckle. Distressed, ideally from a thrift shop, something that really is old. Think Americana, think Western.

The colour of belt matches colour of boots and watch strap, so if you’re wearing black boots and charcoal skinny jeans or tight-fitting jeans, you’re going to be getting a black leather belt with a silver buckle. If you’re wearing brown cowboy boots with blue denim jeans, you’re going to be getting a brown distressed belt with a silver or gold buckle. Look at the examples below. Invest in your belt, be proud of it, because lots of stories are going to come from taking that belt off! We’re not after corporate belts; we’re not after formal dinner belts and clean-cut belts. We’re after something outside of the norm, something subversive, something wild.



## No bags!

A common beginner’s mistake is to wear a bag whilst daygaming - - either a student rucksack or a metrosexual man bag. This immediately makes you look like charity sign-up person, a salesman, a member of the Hari Krishna



army or such like. Girls will automatically brush such guys off before they've even opened their mouths.

If you've got a supermarket carrier bag in your hand full of shopping then that's ok as it shows the girl it was a natural approach. Same with a small bottle of water or a coffee. Having such an object in your hand is a good trick for stopping you fidget and relaxing you.



*How NOT to look. Lose the manbag!*

## 3. GROOMING

### SMELL

Seducers generally regard cologne as pricey and overrated. Just looking after your basic personal hygiene by showering, taking a bath, is all that matters. As an experiment go into a big pharmacy where they have free samples of cologne and again ask a young, attractive woman for a masculine smell. Try on one or two sprays below the collar line before daygaming and check the girls' reactions. Wear your usual daygame uniform (let's call it your "daygame kit"). Try a few different types. Less is more – don't overdo it.

### GLASSES

With today's technology, there's no reason to feel self-conscious about your eyewear. Step one is to consider contact lenses. They are now painless, easy and very affordable. Go see your optician for a trial pair. Step number two is laser eye surgery. The tabloid media have surrounded this with much mythology and scaremongering. Laser eye surgery (LASIK) has existed since 1982 and has a proven track record, with over 30 millions operations having been done worldwide. Despite seeming expensive (on paper) when considered over a lifetime and the impact on your self-esteem, the benefits far outweigh the costs. We recommend getting started with these companies below but do your own due diligence and check the reviews and credentials with the appropriate professional bodies. Not only is thinking about your eyes important for self-esteem, but importantly good eyesight is essential to being able to pick out targets from a distance during the day and if you're doing night street game.

[www.opticalexpress.co.uk](http://www.opticalexpress.co.uk)

[www.specsavers.co.uk](http://www.specsavers.co.uk)

[www.ultralase.com](http://www.ultralase.com)

Don't underestimate the immediate upgrade to both your self-esteem and looks by ditching your glasses with contacts or surgery. For Tom it was the single most important change in his appearance, along with banishing his spots.





A third option is to keep wearing glasses, if you need them, but to change the frame, colour, and size. Don't go for what you currently like or what your mum recommends but go into a high-end store and ask a young, attractive optician to recommend frames that fit your face and eyes. Similar to the clothes, take pictures of these and look online or elsewhere for alternative, cheaper frames if needed. Investing in a good pair of quality frames that fits your face will do wonders to transform your immediate appearance and with it your self-esteem.

## FACIAL HAIR

The shape of your face will determine what you choose for your hairstyle and your grooming so is there no clear-cut right answer regarding if you should be clean-shaven or grow facial hair. It depends entirely on your style and the fit. Facial hair is very helpful for balding men who must shave their hair short. So, you will normally shave your head and whatever the number of the razor that you shave you will do one (perhaps two) numbers higher on your beard. For example Krauser uses a number two on his head and a number three on his beard, shaving approximately every four days. That will differ according to the speed of your hair growth.

The good thing about having facial hair is it allows you to convey a little ruggedness and wildness in your look which carries a more animal masculinity, which will be a part of your outlaw vibe. If you are clean-shaven that's going to send a different message (which can also be congruent with your vibe).

If you have a weak chin it's often good to use facial hair to add a little weight to your lower face. If you're a man who has a large upper part of the skull and a smaller lower part then consider a longer beard. If you're the other way around, balance your head proportions with longer hair and a clean shave. Go to an expert who will give you advice on this.

All of this grooming advice we're giving will initially jar with your identity. You'll look at yourself in the mirror and get an immediate feeling of 'this isn't me'. Some of that's quite exciting as it begins to open up a whole new world of how cool you can look but there is also an element of inertia, an undertow in your identity holding you back. One of key things to do here is **give yourself permission to be cool**. We are not trying to fit in. There's nobody stopping you from dressing nice. There's nobody stopping you from getting a good haircut, a good pair of glasses, from having a nice pair of boots. Give yourself permission to wear these things because you're going to be going out into the world to take what you want, hot women. You need this "can-do" attitude, that you alone decide what's good for you and nobody else can push you down.

## Gazmongo@gmail.com



# WHAT NOT TO LOOK LIKE





We are dressing in a way that women instinctively know is for **guys who get laid**, so whether or not this new image jars with you and perhaps jars with your nine-to-five job, we are giving off strong signals that we are men who get laid. Be prepared to feel a sense of disconnection with your old image. This has to take place before you step out onto the street.

## 4. HEALTH

‘Healthy body, healthy mind’ is an obvious statement largely ignored by the modern man with his inactive lifestyle, poor sleeping patterns, stimulants, sugar spikes and perpetual mild dehydration. There is a torrent of confusing advice. The daygame journey we’re about to embark on is going to involve a lot of walking; thousands of hours on the street, sunshine, fresh air, which will have an impact on your body and your mind so fundamentals need to be in place: sleep, diet, hormonal levels, sex drive, positivity and well-being.

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### Drill 1.4

Go to your GP and get a blood test. If you’re in England, you can do this for free on the National Health Service. Other countries may differ. Even if you have to pay a private clinic we’re not talking about a lot of money. It’s a very simple standardized health test. If it’s in England what will usually happen is you’ll make an appointment, you’ll see the GP, you’ll give them some kind of sob story about having a low sex drive and then they will recommend a blood test. Then you will get an appointment with the nurse a week later, she takes the blood and then a week after that you meet your GP again with the results and you get a debrief. Typically in the UK they’ll test about 25 different things and that gives the GP a very good idea about your hormone levels, your thyroid, your blood sugar, your cholesterol and so on. Especially if you’re an older man, you might have some health ailment or something suboptimal that you simply don’t know about because you’ve lived with it so long it’s become your new normal.





A very common issue for the older man will be his testosterone level. There is a healthy range of testosterone which is quite wide, medically speaking, and to get a high level of sex drive, confidence, determination and crucially a high level of willpower to break through approach anxiety and rejection it's best to have high testosterone. Get yours checked and if you are the low end of the band consider doing something about that, whether that be natural remedies or testosterone replacement therapy. It's not our place to advise exactly what you should do. See a qualified medical professional for this, but at the very least get it checked.

## FITNESS

This is not a fitness book but we can give you a very easy drill to get yourself into pretty good shape and once you're comfortable with that, if you're not already physically athletic, you can then look into finding the right fitness plan for you. There are two points to note relevant to daygame. Number one is you're making yourself feel good as a fit person feels better and can go through daily life with vim and vigour. The second thing you're doing is getting a certain body type. Depending if you're an ectomorph, a mesomorph or endomorph, your target will be slightly different. You may naturally put on weight easily and therefore your challenge is to keep the weight off or, conversely, you might be like Krauser and Tom, naturally very skinny, and the challenge is to put muscle on. That's going to affect your fitness regime, but do not fall into the lazy habit of just doing a routine for no particular reason other than to work out. Have a goal in mind; it's to lose weight or it's to put on muscle or it is whatever else your goal is (such as your flexibility if you've been office-bound for years).

Krauser is a big fan of boxing and mixed martial arts, but a lot of the boxing training is technical. There's no reason to do that if your goal is just to transform your image; that's a technique thing if you want to fight. So if you're just down for a quick exercise routine to look good you don't need to do all the technical work, so be smart about this. We'll offer this very simple routine to get you started.

It's called the Royal Court and it's three exercises derived from Indian wrestling. There is the Hindu Push-up, the Hindu Squat and the Neck Bridge. Now, if you can't do the Neck Bridge because you have a problem with your neck, replace them with Head Raises, which is an alternate exercise.



A good walkthrough of the Royal Court with video demonstration can easily be found on YouTube or by checking out this webpage:  
<http://homefitnessworkouts.org/the-most-efficient-home-fitness-workout-ever-the-royal-court>

Keep it simple. It depends on how fit you are in the beginning and so do as much as you can without killing yourself because **regularity** is what will get results. Try to just build up to fifty Hindu Push-ups, fifty Hindu Jumper Squats and a two-minute Neck Bridge. That work out will take you less than twenty minutes and do that two to three times a week and you'll soon notice a difference in your body.

Once you're really into the routine and noticing improvements in your strength and conditioning, the big goal is to build up to:

- 500 hindu squats
- 100 hindu push-ups
- 3 minute neck bridge

This will tremendously test your self-discipline, which is great for inner game. Once you've reached those numbers, pat yourself on the back and congratulate yourself on a job well done. Now it's okay to scale it back down again to 100 squats / 25 push-ups / 1 minute bridge for regular training and then occasional test workouts at the full numbers – just to remind yourself how awesome you've become.

We're not trying to be Brad Pitt or George Clooney here but girls will notice your physique so work on the things which girls notice, which are:

- a strong neck
- wide shoulders
- big arms
- the 'V' masculine shape

Now, I don't say neglect your legs but they're less important. When a girl is looking into your eyes she'll notice what is in the immediate periphery: your neck and your shoulders more than anything else. Once you've committed to a regular fitness routine you will develop a better walk, a better posture, and a bit more swag when you walk down the street which will feed into your vibe and the impression that you put onto the woman.



## 5. VIBE

Vibe is a concept shrouded in mystery and misunderstanding. Much of what you read about being positive, living your passions and so on is hand-me-down woolly pseudo-science from the American self-development industry. Don't chase a permanent state of happiness because it is unrealistic. What we daygamers need is a feeling of well-being, a spring in our step and of giving value rather than taking value. Vibe will be defined later in the book in terms of daygame but for vibe before leaving the house **sleep is critical**. Everybody has a different optimum number of hours they need. You will probably know yours, but we predict that with your current job and your current stresses you are probably mildly sleep-deprived. Sort this out with regular bed times.

### Drill 1.5

Download an app such as Sleep As Android (Android) or Sleep Cycle (iPhone) on your smartphone which will monitor your light sleep and deep sleep. For two weeks don't go out past 10pm, don't drink alcohol in the evenings and don't look at a computer screen for one hour before sleep. Standardize your results, write them down and see how this affects your overall energy levels.

Daygame will introduce you to a feedback loop where positive reference experiences give you a positive mindset which in turn increases the positive reference experiences. Don't expect to feel amazing before you begin your daygame journey. If anything, some anticipation, apprehension and fear is completely normal and expected. Taking right action will lead to positive psychological change, so don't wait to feel like Mr Happy; this will come in time.

There's a concept in the community called inner game derived from a book called *The Inner Game of Tennis*. The book states there are two games being played simultaneously during a tennis match. There's the obvious "outer game" of tennis which is played against the opponent on the other side of the net. That game is played by hitting the ball with the racket and moving your feet around the court. It's about physical momentum, balance, power, timing and all the other skills that are commonly thought of as tennis skills. However



there's also a hidden "inner game" where the competition is played in your own mind against yourself, and those opponents are things like fear, anxiety, success barriers, fatigue. This is the mental game, so we call that inner game and there's an obvious parallel in the community for picking up girls.

We are not going to go into a lot of inner game in this book, and the reason being that beginners consistently use inner game as a buffer to avoid approaching. As part of their internet and reading, they will distract themselves away from approaching by "getting their inner game right first". That is an avoidance; it will stop you taking action and beginning your daygame journey, so we are not going to distract you further by talking about it. Everything we've discussed so far in this chapter are actionable steps where you do something. Once they are done, there's nowhere left to hide. It's time to hit the streets!

A central part of the beginner's challenge is to get onto the street. Consider the analogy of going to the gym. You don't pay your personal trainer to do your push-ups for you. Only you can do them and you don't wait until you have perfect push-up form before you begin. You might have just seen someone else do it and **you give it a try**. You get down on your knees, you put your hands there and you give it a try. Over the course of many, many iterations, over literally hundreds and hundreds of repetitions over the weeks, you gradually learn all of the intricacies of correct push-up form. Then you start experimenting with putting your hands together, going on your fingertips, going on your knuckles and so on, getting the variations. But at no point do you study all of that academically before you do your first push-up. It's absolutely vital that even before you finish this book you go out and you experiment on the street.

## LEAVING THE HOUSE

The moment of truth, the moment you choose between success and failure, is taking the first step out of your house, off the bus, off the subway, and onto the cold pavements of "the street". Below is a recommended schedule, tried and tested by hundreds of newbie daygamers, to get the ball rolling. Momentum is everything. There are no shortcuts but momentum will give you the fuel you



need to take this from something you try once or twice to something which is routine and part of your life.

Many wannabe daygamers try two or three direct approaches in their city, have 'negative reactions', come back to their house, log onto a forum and complain that it doesn't work, that it's too hard or the women in their city are un-daygamable. This is just more avoidance. A massive sample size is needed to see any kind of patterns in your results. So resist the temptation to micromanage and start following a disciplined structure. Just like going to the gym, losing weight or getting good at any skillset, you need to put in hundreds of hours.

*For the first hundred interactions, ignore results.*

Don't take any feedback from what happens. The process is everything. Don't come home and micromanage what happened or deconstruct what happened or log onto forums to talk about what happened. Just congratulate yourself for having gone out and controlled the one thing that can be controlled – your behaviour. Then go out again next time. And the next time.

## THE SCHEDULE

A basic rule of thumb is to commit to no less than ten approaches per session. Put ten small coins in your left pocket, and for each approach (no matter how the girl responds) transfer one coin to your right pocket. You can't go home until all the coins are in your right pocket.

**A weekly structure that has worked for many beginners is this:**

- **three weekdays of ten approaches at a time**
- **one weekend session of twenty approaches**

This means you'll rack up thirty approaches from Monday to Friday. Figure out which days suit you best based on existing demands and clear some time for them. Where it's Monday/Tuesday/Wednesday or Monday/Wednesday/Friday isn't important. Having a nine-to-five job is no excuse not to do ten approaches. If you live in a city of over half a million people, if you commute to work on the metro, then fitting in ten approaches is not a problem. A strong weasel is that 'there are no hot girls' or 'I can't see enough hot girls' or 'she's not my type'. These have been addressed.





## WEASELS

“Weasels” are the voices that come into your own head as you see the girl you want to approach. They’re excuses, false predictions, barriers to taking action. The old pickup community “3 Second Rule”, where you must approach within 3 seconds of seeing her, is a simple way to stop these weasels rising to the surface and taking hold.

“Analysis paralysis” is when you spend too long following the girl or psyching yourself into approaching. Logic and reason are the enemy of fun flirty daygame, so stop over-thinking of predicting what will happen.

Here are some of the most common weasels you will hear in your head:

- She’s too busy / I’m disturbing her
- People are watching
- She’s too hot / not hot enough
- She’s seen me
- I’m not warmed up enough
- She’s gone into a shop
- She’s waiting for her boyfriend
- She looks angry / in a mood
- There’s security / police nearby
- I’m going to get rejected
- I need a coffee
- She’s not the right nationality / height / age
- I’m the wrong nationality / age / height
- She looks like someone I know
- I need a wing to approach

Every daygamer has them, and for each person there’s a different subset. It’s really important to tick which ones you get and identify the strongest ones. If you have any more of your own then add them below.

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Your “big run” day, either Saturday or Sunday, will get you to a weekly total of fifty approaches. The psychology behind the Monday to Friday ten sessions is to get them done as quickly as possible (within reason) to avoid the weasels creeping in. If you live in a small town, go to your nearest large shopping mall or even large supermarket, Whole Foods, ASDA, bus stations, train stations, metro stations. Quality is really not important for getting the first hundred approaches under your belt.

Don’t focus on the outcomes. For now, just nail the process. It’s not about getting the girl, it’s about getting the skillset.

We’re not looking to collect phone numbers, for deep meaningful conversations or finding our potential girlfriend/wife. We’re just establishing the groundwork for a basic skill set in social dynamics. Approach any girl you find vaguely attractive. The golden rule is **if she was on your bed naked would you sleep with her?** Maybe you like her legs, her boobs, her ass, or maybe you just like her style. Anything at all is a reason to approach.

At the end of the book you’ll find a schedule table to complete so you can track your approaches, much like a fitness regime. See page 111

To avoid “daygame guilt” have rest days. Just like at the gym, these are essential because growth actually happens in the rest. You are going to burn out and have daygame guilt and daygame fatigue if you are constantly looking for girls to approach and feel guilty when you are not approaching. On the days when you are not approaching, go and see your regular friends, have your regular hobbies, do your regular things. Allow your mind to switch off and purposefully don’t approach. We are mixing high intensity sessions with rest so that your comfort zone is pushed and then repaired through complete recovery. This is healthier and more sustainable than continuous painful fatigue in the energy burning sessions. Building and conserving state is vital.

## SET COUNTING

It’s very easy to overestimate how many girls you’ve spoken to in any one session. Nervousness will cloud your ability to count sets. Keep a simple method for counting the number of approaches you do, for example transferring coins from one pocket to another, or tearing marks in an old bus ticket, so you know exactly what you’re doing there. Having a wing there to count your sets will stop this problem occurring. Remember to write the sets you’ve done in the table on page 111.



## WARM-UPS

A basic rule when leaving your house is to **approach the first attractive girl you see** or give yourself a time limit in which to do this, for example, 'I leave the metro. I will approach within five minutes. If I don't then I go home and the daygame session starts the next day.' This is a great habit for kicking off momentum. The old saying is, 'The first one is the worst one.' The quicker you can get the first approach of the day out of the way the better your daygame session will go. It's interesting to note that your vibe within the first ten minutes of each daygame session is probably going to predict what will happen that day, so if you can kick off the daygame session as quickly as possible, you'll find momentum builds and lasts a lot longer.

Before making the ten approaches for each daygame session, it is strongly recommended, especially if you are daygaming solo, that you do some warm-up social exercises. Depending on your level of sociability, your job, your background and your limiting beliefs, tailor which warm-ups you do by choosing the column below. Baby Steps is for a highly introverted, antisocial individual who is not used to talking to people outside his family or close circle of friends (that's how Krauser began). Simple Opens is for people with normal levels of approach anxiety expected for never having done direct daygame before. Simple Compliments is for people who are social, perhaps from their job or their attitude to life, happy to chit-chat but not happy to convey their sexual intent.

The purpose of these warm-up exercises is not to collect a phone number, have a long conversation or care about the reactions. The purpose is simply momentum, getting the ball rolling. Only success criteria for this is that **you do it**; her response is irrelevant.

Fundamentals: eye contact when speaking, smile when approaching.

Basics: not leaning in, sparkling eyes, smile. Smile more than you think; you're probably not smiling enough.

## WARM-UPS: BABY STEPS

Before doing your ten approaches you must complete this checklist:

- Approach number 1: Ask a man for the time.
- Approach number 2: Ask an attractive girl for the time.
- Approach number 3: Ask a man for directions to train station or



metro station x.

- Approach number 4: Ask an attractive girl for directions to train station/metro station x and bolt on the end the phrase, 'Where are you from?'

## **Drill 2.1a - lubrication of the jaw**

It's very important to get into a talkative state. Go into a clothes shop and ask a man or a woman for ideas for a present for your sister. Joke that secretly the clothes are for you. It doesn't matter if she's old, it doesn't matter if she's unattractive, it doesn't matter if it's a middle-aged guy; the idea is to get yourself into a talkative state. Ask them how their day is going. Tell them about your day. Keep positive. Keep it light if possible. Rinse and repeat.

## **Drill 2.2a - chugging**

Purposefully stop and talk to a charity sign-up person, man or woman, telling them at the beginning that you're not going to sign up but that you appreciate what they do. Ask them where they're from, how they got into the job, what they like about it. Tell them a little bit about your job. Get into a chatty vibe.

## **Drill 2.3a - Easy pickings**

Find post-menopausal women over the age of 40. Perhaps they're at a bus stop, perhaps they're in a shop, perhaps they're a sales assistant; have a chat to them about how their day is going. If you can, keep it light-hearted and tease. The reason to choose these women is they are past the age at which they get hit on so they'll welcome your (rare) attention and not worry that you're trying to fuck them.

## **WARM-UPS: SIMPLE OPENS**

Complete these drills.

### **Drill 2.1b - stationary girl**

Her age and looks are irrelevant. Excuse yourself with the line, "Hey, this is a bit random but I think you look nice. Have a nice day." Leave.

### **Drill 2.2b - stationary girl who is your age**

Begin the conversation again with, "Hey, a little bit cheeky of me but you look nice. Have a nice day." Leave.

### **Drill 2.3b - stationary girl who you find attractive.**

With a twinkle in your eye, say, "Hey, a little bit cheeky; I think you look nice.



What I noticed was..." and choose one item of clothing. For example, "Excuse me. I think you look nice. What I noticed was your \_\_\_\_\_. Have a nice day." Leave.

## WARM-UPS: SIMPLE COMPLIMENTS

Complete these drills.

### Drill 2.1c - stationary girl.

Hold eye contact before you start speaking, smile and say, "Hey; little bit cheeky of me but I think you look *really* nice," stress the word 'really'. Say, "Have a nice day," and walk away.

### Drill 2.2c - moving girl

Find a girl who is walking slowly and stop her in any fashion – from the side, from the back; however you want to stop her. Again, playful eye contact, smile before you speak and say, "Very random of me but you look *really* nice." Eject with "Have a nice day," and leave.

### Drill 2.3c - introduction

Stop any girl with strong eye contact, a playful smile and say, "Hey, a bit random. You look really nice. I'm..." and then extend your hand and give your name. "You look *really* nice. I'm [your name]." Hold her hand for slightly longer than normal, say, "Have a nice day," and leave.

These warm-ups will help you build momentum. If at any point you feel ready to do some "real" approaches then it's fine to just stop the warm-ups and jump right into it. As you start racking up the daygame sessions you'll probably find you have days where you don't need to warm up at all – that's fine, just jump in with the normal daygame.





## APPROACH ANXIETY

One thing you are absolutely guaranteed to feel when you begin daygame is approach anxiety. This is that gnawing feeling in your gut, that uncomfortable kind of butterflies that is fear of talking to the woman. We're not going into too much detail about where this fear comes from – *Daygame Mastery* has a long chapter all about it – but instead we'll talk about some simple things of what to expect and how to deal with it.

The first thing to understand is this is **completely normal**. You are not weird. You are not a loser. You are not the only guy who is feeling this. Literally everybody feels this. It's a hard-wired part of human biology. It's hard-wired into the male before talking to a woman, so the fact that you feel this is a normal sign of a healthy operating mind. So, that's the first thing; you are not weird. Don't put yourself in a weird box because you feel this. Even now, when Krauser and Tom do daygame we can get this, especially in the first couple of sets. The difference between us and you is we already know how to pull through and keep going, and that is the skill that you're going to learn in your daygame journey. In the beginning expect anxiety, expect discomfort. Feel the fear and do it anyway. Don't try to remove the fear. Use it as your fuel.

You may have nightmare scenarios in your head of interactions going badly. Those are never going to happen, or at least they might happen once in 200 sets whereas the other 199 go okay. Some girls may not stop, others may blank you and keep walking, but what you **won't** get are the freaky nightmare responses. You won't get punched in the face, you won't get kneed in the balls, they won't deliver some really scathing comment that cuts to your very soul because these girls don't know you. The worst you're realistically going to get is a girl just ignoring you, and even then that's not necessarily rejection. She might not know what you want.

Just think of how many people you walk past in the street, like charity sign-up workers, hawkers standing outside a perfume shop offering leaflets, people holding a sign of 'Golf store this way' trying to give you a pamphlet. During the normal course of the day you will walk past many, many people and not give



them the time of the day. Now, does that mean you dislike them? Does that mean you hate them? Does that mean you think they're idiots? Of course not; it's just that you're concentrating on what you have to do. The girl is going to be in that situation as well. As we do good daygame we learn to break that and get the girl's attention, but in the beginning when girls walk past you and do nothing that is not a judgement on you so don't take it personally.

## THE MYTH OF APPROACH ANXIETY DISAPPEARING

There is no secret formula, no magic pill, no one technique that will remove anxiety. Instead we use anxiety as transformative fuel. We are not trying to eliminate it. We accept that repetition and subsequent desensitization is the only answer for getting over the massive hurdle which is approach anxiety. We suspect that this is the one key area which is stopping you getting the results with girls that you want.

The good thing about approach anxiety is that everybody has it and therefore this is a barrier for every other man too. Most of these men do not have the advantage of studying a guide such as this to be able to identify it, put a name on it and understand that it's normal. So, when you're feeling that churning in your gut before you do your first real direct set, or maybe midway through the session when it starts to come back again, remember that feeling. You can take joy from the fact that you know what it is and you push yourself past it, so even if the interaction doesn't go well and you don't get a good reaction from the girl that you open, you've actually taken a victory from the fact that you felt that anxiety and did the open. That element is within your control.

*You never truly control what the girl will do; you can only put your best self forward and play the percentages.*

You can always control your relationship to approach anxiety, which is you feel it and you talk to the girl anyway and at that very moment when you stop the girl and open your mouth you have already beaten it. You can chalk that as a victory and know that you've put yourself into an elite group of men by doing that on a repeated basis.

## HAVING A CIRCUIT

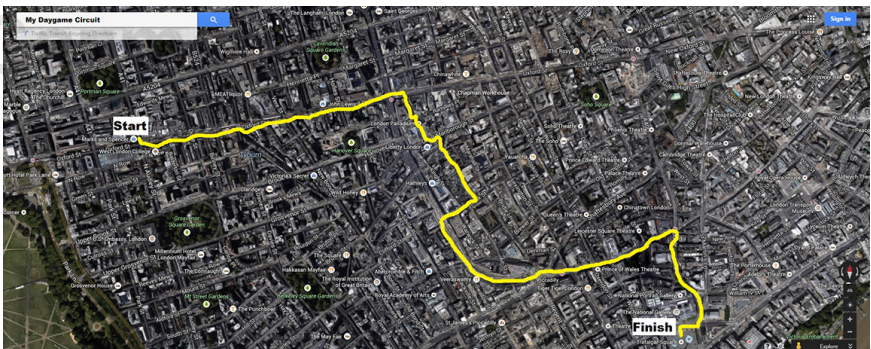
Knowing a defined route and a plan helps conquer approach anxiety. Don't amble aimlessly around your city, not knowing where to go or finding a better area because you think the grass is always greener elsewhere. Define your daygame circuit and stick to it with the time limit or your approach count.



Know where the busy areas are, know what time of days you are going to hit these areas and stick to a well-defined route so that there is no possibility of you falling into the biggest trap of daygame which is the **aimless amble**.

A sophisticated weasel is finding yourself on quiet streets and telling yourself, therefore, that there are no hot girls, daygame's not right for your city or that you should take a break. There's no reason for you to be on a quiet street if you've researched shopping malls, train stations, peak times for shopping. This is all in your control; be careful that you are not using this as a weasel.

Decide your circuit with clarity of mind the day before a daygame session or the day before an off-day so there's no chance of you weaselling. Ideally stick to the same circuit for the first few months, big enough so you're not going to run into the same girls but small enough so you can do it on foot and return to the starting point at the end of the session or a metro/bus station where you can go home. Laps of a circuit are also good in a smaller town or if you are gaming in a shopping mall.



*Nick's favourite London route*

If you live in a big city and have seen other daygamers approaching, take this as a good sign, not as another weasel to stop your daygame. Where there's shops, there's girls; a simple sentence with massive implications. Don't have a weasel that you can't find hot girls. If you know that there's a row of clothing stores that are open until 9 PM, whether this be on a street or a mall, girls are going to be inside. Don't limit yourself to street stops. Daygame can be practiced anywhere during the day i.e. bookshops, coffee shops, stores, malls and stations.



A good way to improve your vibe and to reduce the approach anxiety is to become very intimate, familiar and friendly with the environment you're going into, so print out your Google map, draw with highlighter pen the route you're going to do and start annotating it. Put in the coffee shop where you get your favourite takeaway before you start the session. Put in the public toilet where you go for a piss when the coffee runs through you. Mark down each time you find a good idea venue and the time it was busy so if, for example, you're walking past a particular train station at 6pm and notice there's a lot of hot girls, note that on your map and go back 6pm the next time - you might have found a pattern. If you find there's a particular clothing shop which has the demographic of girls that you like, mark that down on your map and you know you can go there. You'll gradually refine your local knowledge.

Imagine you're a wildlife expert making a zoological programme. You're finding out the watering holes where the buffalo go, the mating grounds and then this gives you the comfort that you are the expert of your environment which will make you more comfortable being there.

Do not fall into the trap of listening to the sophisticated weasel about 'grass is always greener on the other side' i.e. I'll try a new area, I'll try a new city, I'll get on an Easyjet flight to a new destination. Change creates anxiety. Familiarity will dial down the anxiety into a sense of ownership with your local venue.

## YOUR PACK

It's best to travel light when you do daygame. Avoid the habit of getting a man bag which has your laptop in it, a book and other back-up activities, because when you're walking the streets and that approach anxiety comes on you, if you've got an easy out in your bag you might think, 'Ah, I'll just go and sit down and read a book for a little bit' or 'Ah, I'll just go work on my laptop for a little bit,' and this is feeding your weasel. In the beginning when you're not comfortable doing daygame regularly and managing your state like that, at least go out with nothing more than the shirt on your back, your wallet, your phone and your house keys. Don't give yourself extra diversions which can take you off the streets.

Get in the habit of travelling light. Don't take a big water bottle with you because there are cafes and Starbucks where you can go in and ask for a cup of water when you're dehydrated. You don't need to take your coffee out. If you're getting a bit too cold or the weather's different, you can just sit briefly



in a shop to control the environment. Don't get in the habit of bringing lots of big, bulky things with you. It will just encumber you and encourage you to weasel.

## **Your daygame pockets**

Limit yourself to these items:

- chewing gum or some kind of mints
- a small snack
- a condom, which has a remarkable effect of reminding you why you're doing daygame
- mobile phone fully charged
- wallet
- travelcard
- house keys

## **YOUR PHONE**

Make sure you're familiar with your contacts list, how to create a contact etc. Be sure your phone has internet access (either from free street / shop wifi or with your contract) giving you access to social media. Go out with your phone fully charged or consider carrying around a compact external battery pack.

For iPhone users download a \$0.99 app called "New Digits" that organises your newly inputted numbers via date and time. This will save you a lot of time when texting your new numbers after a daygame session.

Don't worry about trying to impress a girl by owning the latest top model of phone. If anything it will backfire and she'll see you as a try-hard "provider." Any handset that can send and receive texts is fine. We even know good daygamers who purposefully own budget old school phones for their gaming that they pull out and make a joke about, subtly showing the girl that they're the "lover" not the high roller.

## **WINGS**

A common saying in the community is that a wing halves approach anxiety. This is largely true in the beginning. Going out alone is both highly therapeutic and transformative, but also brutal. Your personality will determine whether you'll be able to do it. We recommend you eventually learn the solo daygame skill set, but readers of this book are encouraged to first find somebody to take this journey with them who is at the same skill level.



How do you find a wing? If you live in a big city you will have already seen daygamers out and about on the streets during peak hours. If you approach them positively, without trying to take lots of their value, but just inquire as to their level and if they're looking for wings, many guys will be happy to have a coffee with you and either wing you themselves or at least recommend someone else.

- Have you checked out your local internet seduction forum with a daygame section?
- Are you on Facebook groups that have links to daygame where you can find a potential wing?
- Do you currently have one of your friends who's in exactly the same situation as you who you could learn daygame with?

Your wing's daygame ability is not important. What is important is the accountability they demand of you, companionship, and the simple fact that a wing will stop your mind dwelling on the negative self-talk that creates weasels.

*A wing is there to improve your vibe and you're there to improve your wing's vibe.*

A wing is both a blessing and a curse. Below we've highlighted the pros and cons of finding of a wing. Choose wisely following the criteria below:

### **Pro**

- Keeps you talking and social
- Notices when you're slipping into bad state
- Helps you laugh off bad rejections
- Makes you feel less weird about learning daygame
- Encourages you to stick to your goals

### **Con**

- You might be fighting over sets
- May try to leech state from you
- May verbalise their own weasels and thus encourage your weasels
- Prevent you falling into the "daygame trance"

Ultimately daygame is a solo sport. You're not getting a wing to help you win the set because what it's always one man talking to one woman. That is the





bread-and-butter basic daygame, so the wing is all about accountability and vibe between talking to girls and perhaps feedback when he watches you talk to a girl. It's not about him helping you win the set, and thus how your wing makes you feel during the session is more important than his pick-up ability. Don't tolerate wings who make you feel bad. If you're coming back from a session and you have this vague, uneasy feeling that your wing has brought you down, you might have the wrong wing and should consider getting a wing who makes you feel good.

## Weather:

Another common weasel is using the weather to avoid leaving your house. "It's too hot" a guy in LA will complain, "it's too cold" a guy in Moscow will moan.

Shopping malls are the world's great daygame equalisers with climate-controlled homeostasis. When Tom was in Dubai (+40°C outside) he daygamed happily in the giant mall there. When he was in Moscow (-20°C) he hit a giant mall again quite comfortably.

In Europe mid summer, girls will go to the coast, so consider daygaming by parks, next to lakes or at the beach. In the winter girls will be shopping in malls. If a city has a Christmas market (e.g. Prague) then girls will still be on the streets, just wrap up warm.

Another weasel guys use is to say "there's not enough light / it's dark too early so the girls will be scared." Where there's a shopping street, there's street lights, so stick to them, or big open city squares. A beginner daygamer should avoid approaching girls on dark deserted streets as the chance of seeming creepy and uncalibrated is high.

Rain is another classic weasel excuse. Daygaming with an umbrella is actually a powerful aid in that it gets you and her in an immediate "bubble" as you combine umbrellas to make a shared canopy. Or just get inside a mall or cafes, like when it's too hot/cold/dark outside.



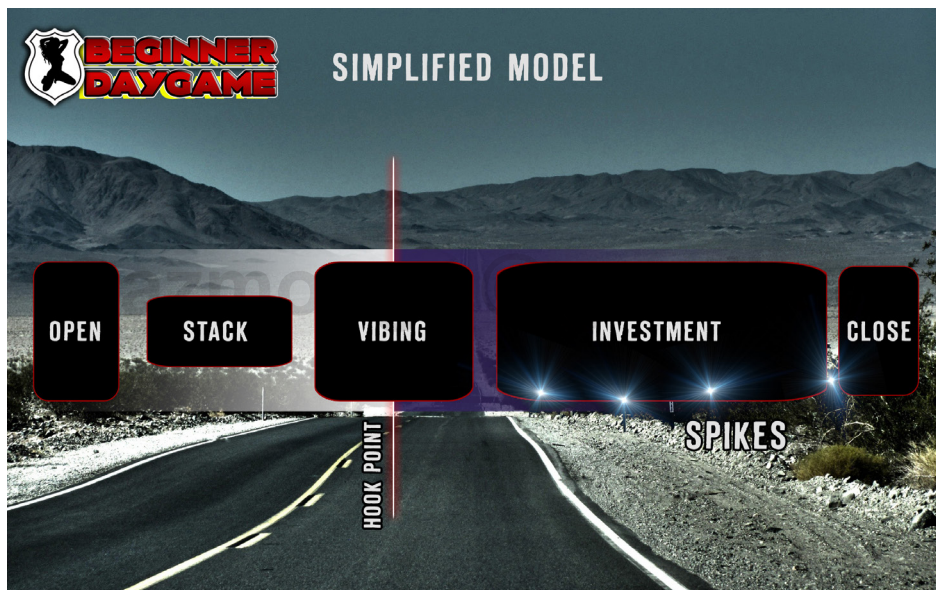


*Assembling the perfect daygame style*

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# WHAT IS THE MODEL?



For over six years, a dozen men hit the streets of London and between them approached literally tens of thousands of girls. Then they compared notes on what worked and what didn't. The end result of this extreme social experiment is we now have an extremely powerful model that has been extensively field-tested. We now know the best way to pick up girls during the daytime.

It's not perfect. It's not going to get every girl. However, it's the most powerful tool currently available to the normal man. It's a scalable model that becomes deeper and more refined as you get better at it. Just like learning chess, you'll first learn the basic movements until you know how a game proceeds. Then you'll learn specific gambits e.g. chess has the "pin" and the "skewer" whereas

we have gambits such as the “spike” and the “eye mesmer”. With the basics down you can begin to appreciate strategy, and eventually the game will become so internalised that it all becomes simple again and you’re reacting instinctively to the ebbs and flows of the interaction.

This book is the simplified version. When you’re ready you can move up to intermediate (*Daygame Nitro*) and once you’re laying a new girl every month you can consider throwing yourself into the deep end (*Daygame Mastery* and *Badass Buddha*). But for now, baby steps!

We will go through this model in detail in the next section, including an easy way to remember the stages using your own hand.

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# SELF DIAGNOSIS

Daygame can be quite nerve-wracking and intense. There's a lot for your brain to process: the girl's reactions, what you're doing, and adapting to the flow of conversation. We've tried to standardize this with a script but, as you know, when you talk to girls your mind can race and you become oblivious to a lot of things. It's very difficult to step back and have perspective on your own performance, things like your vocal tone, your eye contact, and a girl's subtle reactions because you were thinking about something else or worrying about the next thing to say. There's an old saying in boxing, 'I wasn't watching the fight. I was in the fight.' That's why the judges are outside the ring. It's why the referee is there to protect the fighters as a non-participant. The fighters have enough on their mind with the fighting itself. Although not as traumatic as having a fight, daygame is initially nerve-wracking so we recommend a few tips for how to self-diagnose your problems without having to seek professional tuition.

## RECORDING

The crucial first thing is record your sets. Perhaps you'll start with audio recordings because all smartphones have a voice recorder app so you can press 'go', put it in your pocket (or hold it in your hand) and then forget about it. You can stuff it in your jeans pocket and run the wire of the hands-free microphone under your t-shirt. Wear the earbuds around your neck or down your t-shirt and just have the microphone near your throat and that will be fine; it will capture what you're saying. We're not trying to make a Hollywood production here; you're just trying to hear things like your vocal tone, what you're saying, your vibe that you can then review at your leisure when you're back home. Record a lot of your sets. It doesn't have to be every day; you don't have to be religious about it, but every now and then decide to stick that voice recorder on. Later invest \$15 in a small digital dictaphone because it'll never run out of battery or memory so you can literally turn it on at the beginning of the session and never think about it again.







*All of Daygame Overkill audio was recorded with this simple dictaphone*

We are famous for our early documentation of our own personal journeys in London using cheap Chinese video cameras that do the job nicely. Once again, we're not trying to make cinema quality infields. Video is simply the next step up from audio as a diagnostic tool to see the girl's reaction. It's not even that important to see yourself on the video unless you're still worried about your posture or your fashion. Taking those as a given, all our attention after the audio wants to be on the girls' reactions. Below are some links/pictures to concealed video devices that we recommend for the street, e.g. a pocket pen cam, watch cam. The important thing is that you can see her face using a watch, which is slightly harder than the pocket pen cam. To see the girl's reactions, to see when she's smiling, to see when she understands what you want, especially looking at her eyes, to see her giggle, to see when you move from attraction into rapport, etc.

Small gum cams are designed to slip either in your breast pocket on your shirt or they can be slipped into the v-neck of your t-shirt and girls usually don't notice them. If they ask you just say, "Oh, that's my MP3 player." It'll take a little tweaking to figure out the right angle and so on and then you'll be able to catch her face on the video. Watch-cam require you to fold your arms but as you'll see we recommend you do that quite early in set anyway. Another alternative is to have your wing video you from his phone for a third person view. This is very simple; you just use the video function on the smartphone and pretend to be taking a phone call or hold it down at their hip as if they're just carrying their phone. You can sync that with the audio on your laptop using the standard Windows movie maker or iMovie software.





Now you can watch some of your sets many, many times. The great thing about video recording is you can relive each set as many times as you need in order to pull out all of the diagnostic information. In contrast when you're on the street you had the one set and then it's gone forever.

Look for the following when reviewing your sets:

- the reaction in her eyes when you talk
- changes in her vocal tone
- does she look away?
- when does she giggle?
- is there a spike in her energy (or a drop)?
- does she begin to exhibit subtle signals of impatience?

There'll be all of these little signals which might not have been apparent in the street when all of your mental processes were on the next thing to say but these become clear when you watch them and you can get other people to watch them too.

## Newbie note

Do not record either audio or video of any interaction until you have completed your first one hundred sets. There is a good reason for this. It's extremely tempting to micro-manage and hyper-analyse a small handful of sets. This is a very advanced weasel/buffer to not taking action because you can convince yourself that by listening to your sets in the bedroom you are 'doing game'. The first hundred sets are almost irrelevant in their outcome. It is the process that matters. After reaching one hundred sets, follow the rule that you must not video or audio-record more than one out of four daygame sessions. Remind yourself that you are not looking for a perfect highlight-reel set to impress other men, you're looking to take the action of your session's daygame as a diagnostic tool.

What you might find, just by luck if you're doing this enough, is you will capture unusual reactions in your set. For example, you might meet a girl who just really likes you before you've opened your mouth. You might say something really funny and have her in fits of laughter. You might have really seductive eye contact with her. If you do enough sets strange things happen and the advantage of recording is sometimes you can look at these interesting sets, or even when things go really badly and you can then ask yourself, 'OK, what was happening which caused that unusual out of the normal bounds reaction?' and there might be something in that recording that tells you it for good or bad.



# THE MODEL

The simplified Beginner London Daygame Model consists of 5 steps. Think of it like the five fingers of your hand.

1. OPEN
2. STACK
3. VIBE
4. INVESTMENT
5. CLOSE



Throughout the model there are two types of communication occurring:

- Flirtation (red) - triggering attraction with teasing, challenging, role-play, verbal bamboozling, masculine sub-communication
- Connection (blue) - getting to know each other through rapport and comfort topics. Neutral vibe.

As you can see from the diagram, most of a daygame interaction is Type A

communication - flirtation rather than connection. We're playfully breaking rapport rather than building it. This is the number one sticking point students of daygame have. They mistake daygame as simply walking up to a girl, giving her a quick compliment and then having a polite chat. Interview questions, agreeing with everything she says and trying to find commonalities all cause a student to sink into the quicksands of comfort.

Let's look at each step in more detail. In the Youtube video "Beginner Daygame" by Tom and Krauser, you can see each step in action.

**OPEN:** Once you've pushed through the approach anxiety, this step just means walking up to a girl you don't know who you find attractive and telling her that. If she's walking quickly it's best to wheel around her from behind, leaving enough room, and stopping to face her head on. Make sure you've got a cheeky grin and sparkling eyes as you deliver your words in a slow, steady and grounded voice. "Hey, I know this is random, but I saw you walking past and I wanted to say you look really nice". If she's walking slowly you can approach from the side, tap her on the elbow and move in front of her. If she's in a store then simply approach from the side. If she's seated in a coffee shop then either crouch eye-level with her or stand next to the table.

**STACK:** Here's the tricky part. You'll need to stop yourself asking interview questions or going straight into rapport. You have to do the work here, following the golden rule "Say What You See And Twist It". You're making a playful, flirtatious observation about the girl using teasing, challenging and accusatory role-play storytelling. You'll be doing the talking here. Don't pause after the Open but go straight into the Stack: "I wanted to say you look really nice...what I noticed about you was your red coat, it reminded me of Little Red Riding Hood...perhaps you've got cakes in your bag and you're off to visit your grandma, trying to avoid the Big Bad Wolf"

**VIBE:** The aim of the stack (however long it takes) is to bait her into talking about a topic you hit on. This is normally: \* where she's from, \* what she does for a living or \* what she's doing right now. The energy is still flirtatious and fun, but it's now a two-way conversation back and forth. The aim is to stay on one or two topics, exploring them in more depth, but still avoiding comfort quicksand. At some point during this phase you'll reach a critical marker point in the interaction called the HOOK POINT. This is when the girl starts asking you things about yourself, actively investing and purposefully sticking around. Attraction can now be switched to connection. You'll know when you've reached Hook Point as the girl will ask you a question (often "Where



are you from?"), cross her legs, play with her hair or just show you she's not going anywhere.

**INVESTMENT:** After the hook point, dial down your energy and the flirtation and let her invest. Tell her a few things about yourself (without bragging) so she sees more of the real you. Have more of a poker face. Every minute or so throw in an attraction spike (see below) so stop you crashing into comfort quicksand. Keep this going for a few minutes. Ask open questions, qualify her (e.g. by asking a "why?" question).

**CLOSE:** Be the one to end the interaction. Close strong. A good daygame interaction is between 5-10 minutes. Don't grovel for the number but simply pull out your phone and tell her you'd like to invite her for a glass of wine in the future and that you should exchange details. Don't be tempted to close with a "snake seduction" excuse of teaching her English over coffee, helping her with something or just "meeting new people." The Close has to be direct, just like the Open. Krauser likes to use these lines: "Listen, I'll tell you a secret, I find you attractive and another time I'd like to invite you out for a glass of wine, would you like that?"

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A close-up, grayscale image of a woman's face, focusing on her eyes and hair, serving as the background for the entire page.

# THE STREET

PART TWO

# OPEN

## CHOOSING THE GIRL

The first thing to do when you're out is find a girl you want to talk to, so it's best if you approach girls that you're attracted to. This sounds obvious but many books advise strange "approach drills" that have little to do with seducing girls. There will be various odd situations which are either foolhardy or just highly improbable to succeed:

- Girl with her boyfriend
- Girl with her parents
- Girl with a big group of friends
- Girl rushing to catch a bus
- Girl withdrawing money from an ATM

There are many situations where you *could* open, and some clown on YouTube has done so, but you're almost certainly wasting your time. Focus on solo girls - girls who are walking down the street by themselves, waiting at the bus stop by themselves, shopping by themselves. Those are the easiest to do and far more likely to result in a successful number close.

If you watch YouTube videos you'll see a lot of the bigger name players doing what you might call 'technically difficult' or 'interesting' sets where they open three girls riding a bicycle down the street or they open a couple of girls who are driving past slowly in their cars, or a bunch of girls lying on a beach having a drink. These videos are done for entertainment. They are done to try and impress the viewer with the novel situation that that pick-up artist can handle, for marketing purposes.

The reality from Krauser, Tom and everybody else we know who has done thousands of sets and laid a lot of girls is that these sets are almost always a waste of time. They're very difficult. You might get a number but it's flaky and the reason is the girl loses her deniability. Having sex with a girl is something you should try to make as secret and anonymous as possible for her. Opening girls in front of her friends, family or co-workers is generally going to make things weird for her. So focus on solo girls and don't be distracted by guys



coming on forums telling you how they opened a mixed five-set at the top tier of a Ferris wheel while they were on the ground eating candy floss. That's just all nonsense; get it out of your mind and look for solo girls.

## INDIRECT DAYGAME

Direct daygame refers to making your sexual intent clear at the very beginning of an interaction i.e. telling her that you find her attractive. While this is the optimum style and something that we would encourage you to do, it strikes fear into their hearts of some men, especially if they suffer from strong social phobia or anxiety. Don't feel guilty about spending a couple of weeks or even a month warming up with indirect game.

Indirect daygame refers to starting up a conversation in a normal chit-chat fashion where you don't immediately let the girl know that you're attracted to her. It is important to see this as just a stepping stone to authentic, genuine, direct daygame. Not only is direct more likely to get you the girl but over the long term it boosts your confidence and self-esteem.

Old school indirect routines were championed from 2005 onwards and then largely parodied and now ignored because of the direct daygame phenomenon. However, there are certain indirect structures that you could use just to get a foot in the door so you can practice being social (before moving on to being sexual). The aim is not to tell convoluted lies or stories to hide behind a mask. It's simply to get a foot in the door. Here's an example:

Sorry, do you know where a fancy dress store is around here

[she replies]

I'm going to a superhero party but I'm stuck for ideas, I don't want to be predictable...

[she replies]

The aim of this classic opener is to make it light and fun. You want to get into a conversation with her about what to wear, and if she's been to such a party. This can very quickly become flirtatious as you talk about "good" heroes and "bad" heroes, cat woman, boots etc.

The hard part of indirect game is transitioning from such an opener to normal conversation where you can also show some intent by making it more man-to-woman. This will come with practice.

Even if she excuses herself after a brief chat it doesn't matter. You've succeeded in flexing your conversational muscles and getting some real practice in. Every interaction strengthens you, whatever the outcome.

## Don't be fussy

Do not weasel out of any of your first hundred sets with the phrase, 'She's not my type' or 'She's not hot enough.' Even speaking to a middle-aged plump woman is fine because we're looking to build the confidence to approach and improve conversational flow with some banter i.e. teasing. Obviously it's better if there is something about the girl that you find attractive but be very wary of sophisticated weasels already discussed.



*Wait for a solo girl*



*Intermediate*



*Wait until she's well away from there*



*Beginner*



*Beginner*



## THE APPROACH: STATIONARY GIRL

Don't worry, we're not going to jump straight into stopping a fast-moving, high-heel-wearing, sunglasses-covered model coming out of an agency with her thumb tapping out a text message. We'll save that for later. For now let's get the basics: smiling, posture, and eye contact when approaching a stationary girl. Ideal girls for this are browsing in book shops, sitting in coffee shops, sitting on the steps outside a museum or on a park bench. For standing sets, angle of approach and distance doesn't really matter. We just want to make sure she's seen you before you start talking. Make sure that as you're walking up to her you're gesturing for her to look at you, perhaps with a low hand or a tap on the elbow, you're already smiling with both your eyes and your mouth.

Don't invade her personal space nor come any closer than a full arm's length away. Even better, as you're still five feet away, make it a habit of saying, "Hey, sorry, excuse me." Word choice is not important; tonality is. Do not inflect your voice upwards in pitch. Do not sound apologetic. 'Sorry' is just to grab her attention away from where it is currently absorbed.



*Give her space and start talking as you approach*

Before giving a compliment and letting her know what we want, we must first get her attention with a strong open, where she moves her attention from what she's doing (buying a book or shopping etc) to you. It's a metaphorical clicking of the fingers. We are not trying to alarm her like a police officer or a charity sign-up worker. We're not going in low energy like in a church nor high energy like in a nightclub. Bring one percent more than her current energy. For example, if you are in a museum, this might just be whispering. In



a bookshop it might be a hushed voice. A coffee shop may require you to raise your voice one percent higher than the ambient noise.



*The Open usually happens in polite space*

Don't start speaking until her attention is on you i.e. she's looking at you. Your body language, smile and voice tonality from the "hey" or "excuse me" has already let her know that you're non-threatening. This is not a serious discussion. This is not threatening but something about this conversation is going to be light and possibly even fun.

**You:** Hey... I know this is a bit random but... I couldn't help noticing you and I had to say you look really nice...

**Girl:** Oh! Thanks...

That's it; the nuts and bolts of a direct approach using **strong open**, some **preamble** and a simple **compliment**. There's a reason we don't say, "You look hot/sexy/beautiful/stunning" because that would be pedestalizing the girl immediately and giving her too much of the frame to hold on to. It's the job of the seducer to **pull** with the compliment but, as you will see in the next section, follow it immediately with a **push** away tease which is the essential ingredient of attraction. Remember we are not going into the why for this structure. All of that has been thoroughly covered in the books highlighted at the end of this guide, such as *Daygame Mastery*, *Daygame*, *Badass Buddha*.





*Correct body language (secret camera video stills)*

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### Glossary

**Pull** – Any words or actions which carry the basic meaning of “I like you” or “I am moving this towards sex”

**Push** – The opposite of Pull. Anything which communicates “I don’t like you” or “I don’t care whether this results in sex”

**Pedestalizing** – Treating a girl like she is an angel who flies above you and can do no wrong.

**Frame** – The mutually understood interpretation of what is happening and what each person’s role should be. Whoever controls the frame controls the direction of the interaction.

**Opener** – The first words and actions used to insert your presence into a girl’s world. It can be as simple as saying hello.

**Preamble** – A statement describing the circumstances that led you to notice the girl, which can include both your situation and also hers (if necessary).

**Investment** – The time, effort and money a person puts into an interaction.

## STATIONARY GIRL – BODY LANGUAGE

Opening requires some social intelligence and some situations call for more than others. For a girl that is seated, for example in a coffee shop working on her laptop or on some steps outside a museum looking at a map, it is critical that you don't immediately sit down next to her. This would be a clumsy invasion of her personal space and give off completely the wrong vibe from the beginning – remember the Model Diagram requires you to show some basic social acuity to encourage her to be comfortable and allow a connection to begin. Look at the personal space diagram to see how we need to smoothly enter polite space, not jump into her personal space. Later, after Hook Point, you can sit down next to her and continue this set in this manner, but for now if she's seated we want to be crouching next to her, roughly at eye level.

Imagine yourself, the direction that you're facing, as a clock. Imagine you're standing in the middle of a clock and at your feet the numbers go around in a circle, so directly in front of you, the way you're facing, the way your nose and your eyes are pointing, is twelve o'clock. To your right side is three o'clock, to your left is nine o'clock and directly behind you is six o'clock.

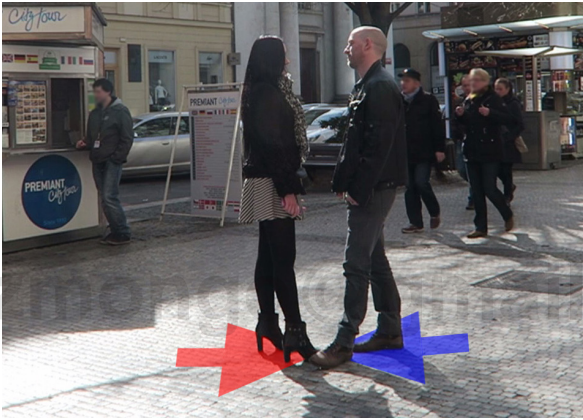


*Great for advanced,  
too close for beginner*



*Good distance for stationary girl*

The girl also has her own clock; she is pointing at twelve. We use this imagery to explain your relative body alignment to her. When you do a direct street stop, you get your twelve o'clock onto her twelve o'clock. You are looking directly face-to-face pointing towards each other. This is the most bold and brassy way to open but it is not always socially intelligent. For many of the other stops, especially the indirect or the stationary girl stops, you must avoid being twelve-to-twelve because this projects a lot of power and dominance which is not suitable for a relatively softer situation – it will undercut the investment.



*Both on each other's 12 o'clock*



*Get right in front of a moving girl*

Bear in mind that a stationary girl or a seated girl is 'trapped'. Therefore, we need to soften our approach and let her know that we may leave at any point. It is critical to judge her reactions to see whether she accepts the compliment or feels that it is slightly strange. Later on when we explain the direct front street stop, you will understand that it is very easy for a girl in this situation (if she doesn't like or accept the approach) but in a coffee shop, museum, art gallery or steps she can't easily get away.

A girl will let you know that she is not accepting your approach by taking her eyes back to what she was doing before you opened her. For example, after the words 'you look nice' she might:

- look back at her map.
- pretend to look at a text on her phone.
- look back at the jumper she was about to buy.

This is called an IOD (Indicator of Disinterest), or what is commonly called "the brush off". It means she's not interested and is hinting you should politely leave. Don't try to continue the conversation. Smile politely, wish her a pleasant day and leave.

Occasionally a girl might vocalise that she would like you to leave or that she is busy with phrases such as:

**I'm sorry, I'm waiting for a friend**

**I'm sorry, my husband is on his way**

**I'm sorry, I'm actually on my lunch break**

However, more often than not she is going to use body language to let you know that she is not interested. In the beginning, her reaction is not important. Just the fact that you went up and gave her a direct compliment is fantastic. You can count this as an approach and finish positively, leaving both you and her on a high with "have a nice day" rather than trying to do any intermediate or advanced ploughing. Getting a sense for when a girl wants to talk, is interested and attracted or wants you to leave is what we term 'social intelligence'. This will come with time but a good rule of thumb for the beginning is just seeing the approach and your compliment as a victory. If you are not sure what her response means it is perfectly fine to leave with "have a nice day".





### Why not plow?

At the beginning of your daygame career the two overwhelming negative emotions you feel are approach anxiety and weirdness. Therefore the simplified LDM is tweaked so as not to aggravate these emotions. Later, when you're comfortable in set, you'll realise that some early IODs don't matter much and you can still get the girl. However, that takes good calibration to differentiate between a real and a token IOD. For now that's too complex. A beginner should treat all IODs as real. Why?

We want you to feel good about approaching girls. We want you to enjoy the experience and feel like you are offering value to the world. That's what's so liberating about daygame. So let's not do anything that can sour this positive energy. Plowing past IODs increases the chances that the girl will give a bad response and increases the odds that you'll begin to feel creepy and weird. In contrast, politely ejecting upon resistance is a "no harm, no foul" attitude that can't sour your mood.







*Smile like suppressing a secret joke*

## **Smile**

From years of teaching students, we have realized the number one problem (after a guy has plucked up the courage required to do the cold approach) is he'll go over, know what to say, be wearing the right clothes, deliver the exact lines as printed above and the girl will stare at him like he's offering drugs or about to arrest her. Why is this? Simple – he's not smiling. When pointing this out to the student, the student will always reply, "but I was smiling." However, on reviewing video footage of the approach he'll realise he wasn't. Your mind plays tricks on you. If you're not a smiley person or a positive person in your day-to-day interactions this is going to feel weird but you should force yourself to smile twice as strongly as you think is naturally appropriate. This is to counteract the effect of anxiety, which will subdue your smile.

## **Vocal tone**

Famed actor John Wayne said, "Speak low, speak slow and don't say too much."

As with the smiling, students are often convinced that they are speaking slowly, when subsequent analysis proves them wrong. When we're nervous we all talk quickly. It's a sign we're worried the other person is not going to listen to us and it's immediately supplicating. Talk one third slower than you think sounds slow in your head.



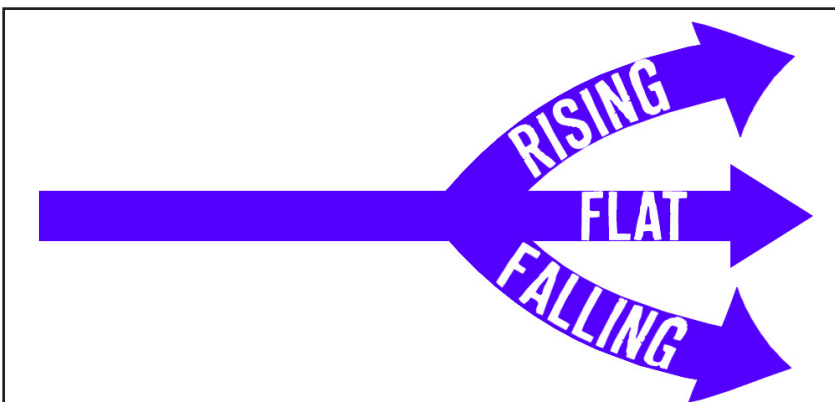
Students often sound bored and robotic, especially when they're learning the basic lines and model. There's no passion or adventure in their voice, there's no colour or emotion. It's key to speak with passion (not neediness) in the Attraction phase. If you're not used to this, record yourself talking about something boring like the weather or what you had for breakfast. See if you can make it captivating and exciting. Attending a drama workshop, a public speaking club or a story-telling workshop will massively help.

Your voice needs to be as deep and as grounded as possible. Speak from your diaphragm, not your windpipe. Almost every student speaks too quietly.

Almost every beginner daygamer inflects his voice upwards, like you'd do when talking to a child or a cute puppy. It's classic supplication and puts you in the "nice guy" box immediately. You want your voice to remain neutral (but still with colour) or even using some downward inflection which makes you sound authoritative and commanding.

It's vital that you record audio of your interactions to listen to your own voice. Grade it on the speed, volume and pitch. Does it sound like you're grovelling or a badass?

If you're having trouble with your voice then watch some free voice coaching tutorials online, or see a voice coach. Females are biologically programmed to respond well to a masculine voice, so don't underestimate it.



*Vocal inflection*

## STOPPING A MOVING GIRL

Like most things in game, stopping a moving girl from the front, twelve o'clock, seems deeply counterintuitive. Beginners have all kinds of interference from their pre-conceived ideas of how people should respond. "I'm interrupting her", "people are watching", "this is weird", "this is aggressive"; these are common things a student will say. There's a reason we stop moving girls from the front, especially in a big city like London or New York. Think of what you're up against: charity sign-up people, weirdos, panhandlers asking for spare change, random guys doing all sorts of creepy, inefficient game. Tapping a girl on the arm or shoulder or approaching a girl from behind or walking with her just do not work. Take our word for this.



*Front stop of moving girl*



*Side stop of moving girl*



Another more important reason why we stop a girl from the front is the value that it gives us before even opening our mouths. It's a Hollywood moment. What girl leaves the house not wanting to be seduced by an alpha man? She's walking down the street, minding her own business, in her own world, in a bubble, about to go shopping or meet her sister for coffee. Suddenly, smoothly and suavely a man comes right into her line of vision with a cheeky smile, deep sparkling eye contact and gives her a compliment that she'll never forget. How do we create this street magic? Have a look at the photos above which outline simply the mechanics. Don't worry too much about micromanaging this or the physics or the why.

### Step 1

**Spot target, based on the advice given earlier.**

### Step 2

**Approach with speed; give yourself three seconds to stop the weasels getting in your head.**

Approach as quickly as possible looking for a suitable space, not in front of a tube, not in a crowd of people; wait until she's in a space with approximately five or six feet clear in front of her before you go in. As a general beginner's rule, don't wait, go in. If you've seen her walking past you, don't approach her from the front head on; let her walk past and then run back. It's more dramatic and works well. You're going to run alongside the girl, as shown in the photo, and when your feet are parallel to hers and you're just coming in to her line of peripheral line, put your arm out low and soft (not like a police officer!).

There are two options and both involve the cartwheel effect using your left or right arm as a measuring stick. The first option is to touch her lightly on her upper arm and wheel round in front of her with the arm extended. Combining this with a smile and sparkling eyes is vital.

The second option is to keep your arm and hand low but she will still see this in her line of vision. Again, use the arm as a wheel to come round. As your physics teacher told you in school, speed equals distance over time. When you go in front of her, she will take one to two more steps to slow down. This is why distance is key; if you don't allow her that stopping distance, she will swerve to the side of you and the interaction will be over before it's begun. Leaving more room is much better than leaving less room when you begin. Have a look at the photos.



She is a train on the track and we are straddling the track. Even though your body is telling you to stop at eleven o'clock because it seems 'less weird' or less intrusive, this is going to massively backfire. Girls get inherently turned on by a more powerful man stopping them dead-on and showing his intent in a calibrated way. The great thing about a front stop is that it is a filter, because if she doesn't like the interaction or want to be seduced she can leave.



*Ideal distance for beginner*



*Too close for beginner*

You know you are doing it correctly if pretty much every girl you approach stops. If the majority of girls that you attempt to stop swerve, bump into you or apologize before you've even opened your mouth, it's not the daygame that's the problem: it's the physics. Remembering this rule is critical. Unlike asking for her number (where you'll be getting more No than Yes) with the stop you should be stopping more girls than not. Even after your first daygame outing, you should have had this skill down. It's simply physics, taking advantage of a girl's hard-wired instinctive reactions. It can be solved with one to two hours practice on a busy shopping street. Don't proceed further in this model until you've mastered the stop.



## CONVICTION

Unfortunately the front stop is all-or-nothing. You have to put all of your chips onto the table or none at all. Instinctively you'll want to weaken the stop, leaning forward, lowering your voice, raising the pitch of your voice, bending your back, stopping at eleven o'clock, hoping nobody sees you. This is all going to massively backfire. The front stop is like lighting a stick of dynamite; it has to be all-in, full conviction. Some good phrases to say in your head as you are running up to the girl are, "This is going to be fun," "Let's make her day," "Here we go," "I'm having this one," "This is going to go amazing." Obviously only with time and positive reference experiences will these make sense but in the beginning you have to trick your brain.

### **Common mistake 1:** Not leaving enough room.

The student runs in, forgetting to put his arm out. Good technique usually requires getting level to the girl then taking an additional three or four steps before turning in and stopping the train. A confused student may turn in on only two steps and ends up right in her face. She sidesteps instinctively and the set is dead.

### **Common mistake 2:** The approach is at ten thirty or eleven o'clock.

The student lacks the conviction to get right in front of her and straddle the train tracks. Instead he tries to soft-pedal it by being off to one side. Who does she think he is? A charity sign-up worker, somebody offering a free haircut, somebody who doesn't believe in what they're doing. An essential part of this is entitlement. Okay, fake it till you make it in the beginning but kick off with the right mindset. What you're doing is fine. It is your right to make someone else happy by giving them a genuine compliment. It's all or nothing.

### **Common mistake 3:** Making her jump.

Just like with horse whispering, the girl will see you in her peripheral vision (which is wider than yours as she is female) and she has to know you're coming. As a rule, immediately when you put your hand out start smiling and giving her eye contact. She'll see you from about her nine o'clock and as you wheel around she needs to know that this is going to be fun, so keep the eye contact and smile as you come around. The sub-communication is already open to her before any words have come out of your mouth.

As we just mentioned, a classic problem for beginners is that they're not smiling. A serious facial expression of fear, or serious eyes, she will mistake for you selling drugs. She'll be jumpy because you're jumpy. Girls mirror your energy. So calm it down, smile and give her distance.





## **Common mistake 4: Speaking too fast**

Your audio recordings will likely show you're inflecting your voice like talking to a child or a celebrity, trying and get their approval. People speak quickly when they don't believe that what they say matters or that the listener will stick around to listen. If the girl is leaning in or looks puzzled (unable to catch your words) it's because you're not speaking loud enough. Advanced daygamers will deliberately use a low voice to trigger her to lean in and invest but for beginners, it's a weakness.

## **Common mistake 5: Bad hand position**

There's a fine line between showing playful dominance by putting your hand out in the "stop" motion, and freaking her out. Don't raise your hands above the level of her chest – somewhere between her waist and chest level is optimal because she catches it in her peripheral vision but doesn't feel threatened. Think of the international "calm down" gesture where palms are angled slightly downwards and the hands are patting the air, not aggressive but playfully dominant.

## **Common mistake 6: Talking before you have her attention**

Before you stop her, the girl has her attention on something else. She could be listening to music; it's very likely she's looking at her phone or thinking about the meeting she's about to attend. Do not start speaking until you've looked at her with deep eye contact and smiled. This alone you'll be shocked to find out can attract women and get them to hook if done correctly. As your game improves you'll need to say less and rely on the stop alone with your body language for the girl to know exactly what you want.

## **Common mistake 7: Following her**

If you've not left enough room, or come in at a side position, the girl might well do a small swerve around you and carry on walking. Just like a charity sign-up person or a creepy salesman, many beginner daygamers start following the girl, walking with her. We don't have to explain why this is needy and immediately lowers your value in a supplicating way. A beginner should simply plant his feet and not follow. If you messed up the stop then take note of what you did wrong and move onto the next girl.

The good news is that if you follow the above examples in those kinds of situations you'll very quickly get positive responses from girls i.e. smiles and thank-yous. This could be mastered in one afternoon of daygame. You're going to feel great and you're going to be making girls in your city feel great. Wow! Congratulations! You've mastered daygame... sadly not.



# STACK

## WHAT STACK?

Here is where things get tricky. Because of the hundreds of thousands of social interactions you've had since you were a teenager, your brain has been hard-wired to deliver the next bit of the interaction on autopilot. So, what happens? You've gone over to the girl in the bookshop, done the opener, given her a compliment, she's said, "Thank you," but very quickly you can feel the conversation descending into hairdresser chit-chat i.e. you're asking her questions, she's replying, you're asking her another question, she's replying. You've asked these questions many times before; she's heard these questions before. Have a look at the box below. Do they sound familiar to you?

### Hairdresser questions

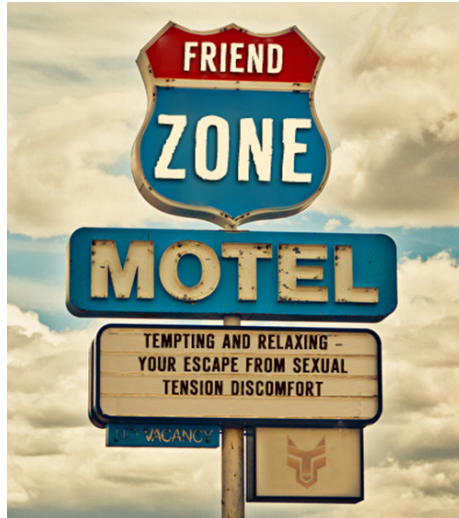
- What are you doing today?
- Where are you from?
- What's your name?
- Where do you come from?
- What are you doing now?
- What are you doing later?

These are the classic closed questions that your mind vomits into your mouth. They are the Questions of Death. I'm sure you've been advised by dating books, movies, and your mum that you get girls by making connections. No!

Review the Model. Before **Hook Point** there is hardly any connection. That all comes later.

Many people think that making connection is how attraction is built. No. They are two completely different things. Don't worry, we will be building connections eventually, just not yet. Before you get to the "connection island" there is a strip of quicksand in front of you after the compliment. We must not get sucked into this quicksand!





*Do not check in to this place!*

Probably 95% students of we have taught sink into that quicksand and the only remaining action is to eject, run back to the start and try with a new girl. It's the quicksand of rapport, of bland, beige, predictable, heavy, rapport-seeking questions. Building connection is anti-attraction. Trying to build rapport immediately with a girl is needy and smacks of over-investment.

- What's the solution?
- Can you just jump over the quicksand?

No. Luckily the answer has been figured out. It is going to be counter-intuitive for you and your brain and will take time to practice. There are certain stepping stones just above the quicksand surface that you need to (a) identify and (b) use to resist the urge to step into the soft sand. These stepping stones are the building blocks of attraction i.e. ruffling the girl's feathers, teasing her, assuming familiarity with her like she's a best friend down the bar or a girl in your primary school playground. Putting a girl on a pedestal is the opposite of what we want to do. We want to playfully tease her, playfully challenge her and let her know that her beauty doesn't faze us.



# ATTRACTION

So, what is attraction?

*Attraction is a flirtatious push-pull dance using the ingredients of teasing and challenging.*

So, good opening teases for environments outside of the direct street stops (i.e coffee shops, art galleries, bookshops and so on):

- I love how focused you are there. You must be the most serious person in the whole world. Your mum would be proud.
- I love how dreamy you are. Either you've just done some meditation or you've smoked some weed.
- I love how busy you are, like a squirrel collecting nuts for winter.

Note in each example that the first sentence is a Pull and the second sentence is a Push. This is the essence of teasing.

Despite sounding prescriptive and even simplistic, those three examples could carry you through the next two years of daygame. Why are they so supercharged and powerful? What do they all have in common?

You will see that they are presented in two colours. Half of the sentence is in red, the colour of love. You're giving her a bit more of a compliment after you've called her nice. She thinks you're about to put her on a pedestal and treat her like a princess. What happens next? Notice that the next half of the sentence is in blue, the colour of disinterest. You temporarily place her on a mini-pedestal and then kick the pedestal from underneath her. This is the push to the pull, an essential ingredient in the seductive dance you are about to take her on as this constant flipping between the two. This is the bit that guys forget. Feel free to make up and trial your own versions of these statements and colour which parts are your pulls, i.e. a bit more of your compliments, and your pushes, i.e. your teases or challenges. Realize that the examples we've given you work in pretty much any situation and have been tested by students from Los Angeles to Moscow.

*Push/Pull is the essence of Attraction*



Now we will look at the playful teases for girls who are mobile; they are walking and you have to get around and stop them.

- I love how fast you were walking, striding with your big long legs like an angry cat.
- I love how slow and relaxed you were walking, like a sleepy cat.

Do not leave a pause between the compliment and what you noticed about her. This is particularly important for a moving girl or, as a rule of thumb, the bigger and faster the city the less you can pause at the beginning. “I think you look really nice. What I noticed about you-” or “I think you looked really nice. I love how you’re-” are connected sentences. Again, a bit like the compliments, after trying these out for one or two daygame sessions, you’ll find that these lines are easy to learn, easy to use and get a giggle, a chuckle or at least a polite smile from the girl.

## MYTHOLOGY

‘What’s so difficult about daygame?’ you’re thinking. It’s what comes next. Most guys expect the girl to hook immediately after this compliment and initial assumption, and that the yellow brick road will lead them to glory. You haven’t really done any work yet. You haven’t displayed much value. She still doesn’t know who you are and you haven’t given her any reason, except one chuckle, for the conversation to unfold.

What’s the alternative to grilling her with hairdresser questions?

**A cheeky mythology.** It’s the verbal bamboozling of story telling that gets her listening, settled, it’s your chance to let your witty personality shine. She’s not actually listening – we’ve tested this on girls who don’t speak English – it’s just the power of being the “teacher” or the “dad” telling her about herself. Thus, vocal tone, speed and sparkling strong eye contact are everything.

The mythology is a mini back-story about the girl based upon what is immediately observable (her look, clothes, grooming, mood and where you happened to meet her) and coupled with some assumptions and fantastical elements. Essentially you’re just making up some bullshit that’s only vaguely related to her but is funny and demonstrates creativity.



## STEPPING STONE NUMBER ONE

In our experience with teaching students, giving them free reign to make up spontaneous mythologies is far too advanced, putting far too much pressure on the situation and tends to increase approach anxiety for the next set. There's nothing wrong with training wheels and structure until you advance past this stage. Don't feel guilty about choosing one of the following structures we're about to give you and using it for up to a year. We've made these templates so they're applicable to almost any major city in the world and for any female type. They have been field tested thousands of times. Once again, these are not lines and routines to use forever, just training wheels to overcome the immediate problem.

I love how fast you were walking with your long legs like an angry cat.

Hahaha. Thanks.

It's funny because I've noticed that in this city everybody else seems to be...

I love how slow you were walking with your long legs, like a dreamy cat

Girl: Hahaha. Thanks.

What you're about to do is contrast her to all the other girls in whichever city or mall you're in. Astute readers will have already noticed that this is once again a pull and a push. The pull is in that you're saying that she's a special girl in this city and the push is that you're subtly implying that she's weird. Girls love this because it's the opposite of trying to build rapport. Here are some examples. The city name is irrelevant.

She's moving quickly:

"It's funny because everybody in this mall is walking around with their head in the clouds window shopping but you sped past like you were on some secret mission. I'm guessing you're not from here..."





She's moving slowly:

**"It's funny because everybody else in New York walks so quickly on ridiculous make-believe missions but you were ambling down the street like you were in an English summer meadow. I'm guessing you're not from here..."**

Notice how both examples encourage the girl to speak without you asking a question. These are called stealth questions. Notice how both also encourage the girl to talk about the same topic, geography. The only two topics we want you to use for the next six to twelve months of daygame are either geography or what she does/what she's doing. Both topics have been tested tens of thousands of times by students across the globe and we use these because they are the widest conversational nets, even if we're talking about geography on a small scale.

We might be doing daygame in Boston and she's from a suburb outside Boston; this is still geography. She might be talking about the same town but she's just come across town from another part of town; this is still geography. In big cities like London, New York, Los Angeles, Tokyo, geography's great because everybody is made up of a genetic and biographical cocktail.

To those examples given she is going to reply in one of two ways: (a) the reply is about her geography or (b) the reply is about what she's doing right now.

**Example A: You're right. I'm not from London; I'm actually from Germany.**

**Example B: Hahaha. I'm walking fast because I'm late for a meeting.**

Regardless of her reply, you are going to come back at her with the following line:

**"Oh, good (mock sigh). So you are not a weirdo haha. My mum warned me about girls from New York / [busy office workers etc]."**

Such a simple structure with amazingly powerful results! We are not going to unpick exactly why all of this works; this has been explained in further detail in the links provided, but just trying this out you will see that it's the big foot in the door.



So that is stepping stone one, the stack from an opener into the vibing. We have avoided the initial patch of quicksand and we now have some firm footing as we are headed towards the island. We have the girl talking, we've demonstrated that we are not a "typical guy" and we've put some electricity and sparkle into the interaction. However, we're still a few stones away from the island, so we'll now look at the next big piece which is the Mythology.

**Learn these examples, parrot-fashion, for stepping stone number 1.**

Repeat them over and over in the mirror. Record yourself saying them to make sure they sound fun and flirty, not heavy and logical. These will be your training wheels and scaffolding for your first 100 approaches at the least. Out of structure will come freedom, don't worry!

**Test:**

What do you say if:

- She's walking quickly?
- She's walking slowly?

We have to start talking. Essentially, we're starting to ramble, putting words out, putting value, so that she can just listen. There's enough electricity and sparkle that she'll be motivated to listen a bit but you need to carry the main conversational weight at the moment. We will give you a pre-prepared story which you can drop into any of these situations. It will only be a relatively small number of sentences and this allows her to relax, to listen and there will be many different things you have said which give her an opportunity to pick them up and return the ball.

Think of it like tennis, knocking the ball over and at the moment it's in your court, you tell a story and that's knocking it into her court and you are helping her by giving her easy ways to knock it back into you. You are making the conversation easy for her. Now, that is not the same as pedestaling and going into rapport because we're still on a fun, entertaining, electric level but you're giving her easy ways to continue that energy.

## Health warning

We are not seriously trying to have a discussion about geography or jobs. This is a classic student mistake, taking the mythology seriously. Remember, per the Model we are in the attraction phase – Hook Point hasn't yet been reached. Attraction is based on banter, teasing and flirtation. We are only using these topics as springboards to tease her, challenge her and ridicule her in a big brother way. Men are classically logical; they convey information. Women are classically emotional; they convey energy. What bread-and-butter good daygame is is an exchange of positive, flirtatious energy. Avoid any signs of logic, for example telling her dry facts about a city, the population of that city, politics from that city, the history of that city, the religion of the city, facts about her job, facts about your job.

## CREATE A MYTHOLOGY

Here's the bit that's going to require practice, that's got to become embedded and congruent with your personality. It's what needs trialling, tweaking and personalising.

You must have something to say here.

Failure to have something to say will cause the girl to momentarily panic or become nervous herself, have her own interaction anxiety, sidestep you, make an excuse such as, "Thanks, I've got to meet my sister," "Thanks, I've got to go shopping," "Thanks, I've got to get back to work." Let's carry on with stepping stone number two to cross the quicksand with Story-telling.

We are going to start the story with the sentence, "It's funny, my friend is a –" or "It's funny, my friend is from –" Now, we're going to follow up this sentence by talking in the third person about a friend who is from that place or does the same thing that she's doing. Say two normal things about this place or job, which is the **Pull**, and we're going to cleverly say a third thing which is a tease or a funny challenge to take it back – the **Push**. Here are examples:

"It's funny, my friend is from Germany and he said that the streets are really clean and everything is really efficient but when the sun goes down, Germans don't half drink."



"It's funny, my friend works in an office and he said that everybody there's really smart, they dress really sharply because it's London but the stuff you see on the computer screens when they aren't looking is shocking, oh my god."

Notice again what is happening in this mini-story. We're suggesting that we're building rapport and then we're taking it away, classic pull-push, as the colours indicate. More importantly, notice how the topic is about her. Although we're speaking about an imaginary friend, we are responding to the topic that she gave us. Missing the topic i.e. geography or job is a huge sticking point for students because they're not actually listening to what she says.

Audio-analysis of your sets will prove this. A girl might give you a large topic such as "Brazil" or "dog-walking" which you don't hear. Cutting her off (snipping and stacking to another unrelated topic) is a classic beginner problem that has to be avoided through practice. Being present, pausing when she says something before you reply, and listening to the topic that is brought up is half of the battle. Just repeating this same story over and over again, tweaking to your personality, country, situation, will do wonders for getting you into conversations.

**Just like the stock assumptions for her walk, you need to practice your stories over and over before you go out, making them as fluid and natural-sounding as possible. Say them in the mirror and once again record yourself.**

**Test:**

what are you going to say when she gives you the topic of her nationality / job / what she's doing?

## VIBE

One of two things is going to happen after you've delivered the Mythology; she's either going to invest in the conversation by laughing, staying there and asking you a question such as, "Where are you from?" or she's going to make a reason why she has to leave such as, "Thanks. I've got to get back to work now."

This is because she now knows what you're up to and has a good enough look at you to decide if she's interested in carrying on. Thus you're about to succeed (or fail) reaching Hook Point.

### Health warning

Beginners should not plow. Plowing means you just keep going, trying to hang in the set with, "one more thing before you go" when the girl is trying to leave. This can work for intermediates but usually not for beginners and it carries quite a big downside. Now, as you'll know yourself, when you're walking the streets and approaching, you're nervous and one of the things that helps you get through your approach anxiety is knowing that you are adding value to a girl's life, that what you are doing is honest, that it's a good thing, that it's very positive. We want to keep that feeling, protect that feeling that daygame is a pleasurable win-win thing to do, so don't do anything as a beginner which can undermine that feeling of wholesomeness about what you're doing. That's why we don't like to plough.

## SIGNS OF HOOK POINT

There is a very clear moment where the girl decides she wants to "see where it leads" and keep talking to you. The first dozen times you'll probably miss it, and recording your sets will help to clarify when you reached it (versus when you just blithely plowed past a girl's IODs until she walked away). There is one massive signal which, 90% of the time, means she's hooked:

*She asks you a question*



That's the big one. It's not 100% reliable because some girls are just naturally chatty (especially North American girls) but the vast majority of the time girls who want to leave know better than to extend the conversation by asking you questions! As a beginner, assume **question = hook point**.

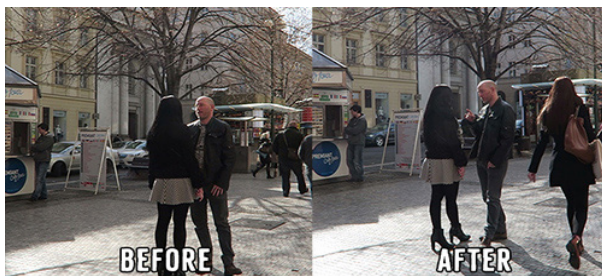
Think of it like a big flashing red light above her head when you hear a question. Missing it is a classic beginner mistake.

There are also some more subtle signals that mean the same thing but aren't quite as powerful:

- She crosses her legs and sits her weight down on them (while still standing)
- She stops whatever it is she was doing and doesn't try to restart (e.g. she was typing a text message as you approached and now she's abandoned it)
- She gives full answers to your questions (versus one-word answers that leave you nowhere to go)

As a rule of thumb, if it feels like hard work to make the conversation then you haven't reached hook point. Once you reach it, she co-operates with you in making the conversation flow so it feels noticeably easier.

Congratulations! You've crossed the comfort quicksand using the stepping stones of attraction. Now you're standing on her island, she knows what you want, she's assessed your value (outward and inward) and she's made her decision. An intermediate or an advanced player still has a chance to turn around a weak Maybe girl, but for a beginner we suggest filtering girls based on this moment. This is called the Moment of Truth.



*Crossed legs*





*Puts down clothes and turns attention to me*



*Full answers*

Whatever her final response, protect your state by being perfectly willing to walk away. You have done an amazing job of going up, giving a girl a compliment and making her laugh as well as practising basic attraction skills. Count this as a massive victory.

We both follow this maxim:

*As long as she knows what you want, you've put your cards on the table in your best manner, then you've won*

Don't blame the women who say no. There are so many variables outside your control why this might happen and in the beginning it's going to happen a lot. Don't be fooled by the PUA industry marketing; you cannot get "any girl, any time, any place."

- She may be in a relationship, possibly married.
- Her dad (or cat) may be seriously ill.
- She may be having a bad day



Perhaps it was something you did

- weak eye contact
- upward voice inflection
- speaking too fast
- poor fashion

Don't worry. In time, with hundreds then thousands of sets under your belt, these things will iron themselves out. For the first hundred sets the outcome is not important. Approaching and letting her know what you want is all that matters.

### **Finding girls who like you.**

An unspoken truth in the pickup community is that most girls in the world won't sleep with you. That sounds cruel and harsh. It's certainly not what spammy PUA marketing promised you.

Well, that fact is actually liberating if you look at it this way. There are around 3.5 billion females on the planet. Let's say that only 0.1% are interested in you (it's likely higher). That means right now there are 3,500,000 girls of dating/mating age that would jump your bones if you went up and spoke to them. We call these "yes" girls. Pretty cool huh?! Now you can see your daygame outings like a kid in a party game opening boxes knowing that one of them contains a present!

Are we saying that daygame is just a number's game then? As a beginner, kind of. If you implement what's in this book and put your best foot forward, you'll be flipping over stones and looking for those girls who are into you.

As your skill level improves you'll be able to convert more of the "maybe" girls into "yes" girls. That's the real meaning of game, where the girls you're seducing through skill are younger and hotter than you. But for now, just be happy that you've uncovered how to go out and find the yes girls with some basic daygame skills!



# INVESTMENT

Now we should be past Hook Point and entering a normal conversation. The girl has either left because she wasn't interested or she is still standing there, so of course if she's left then it's, "Anyway, it was nice talking to you. Have a nice day," and move on, but let's assume she is still talking to you now.

So she is curious, she's interested, it's going well. It's now okay to get into a "normal" conversation without all the banter and flirting. Later when you become intermediate or advanced you'll see that there's a whole science regarding how you conduct the next stage of the interaction but for now that's not necessary. For beginners just relieve yourself of the pressure of micromanaging the conversation. Chat about the things that are interesting to you, the things that come up, and don't put any pressure on yourself to move things in any particular direction or to manage energy levels or anything like that, just talk to the girl.

## SPIKING

The one thing we will do, and this is the only technical requirement for the next couple of minutes of conversation:

*Every sixty seconds or so, spike her*

A spike is a phrase (or action) that playfully pushes her away. You will notice when you deliver them there will be a little spike of energy. She may giggle or her eyes will sparkle. It's a way of avoiding boring chit-chat as you cruise to taking her number. Now, two easy go-to phrases to begin the spike are either "oh my god" or you can say "I can't believe you said that." These are easy go-to accusatory playful phrases that you then follow with one of these five lines:



**One:** “We’re never going to get along.”

This is said playfully so the tone is a pull and the words are a push.

**Two:** “Don’t worry, I still like you”

This is used when she says something to you – it can be anything; an opinion, a hobby, an observation. Playfully scrunch your eyebrows, fold your arms, maybe lean back a little bit, as if you’re like squinting at her. Your body language is conveying amused surprise as if to say “did you really just say that? That’s a bit dorky”. If you’re feeling bold, pat her shoulder mock-reassuringly as you say it.

**Three:** “Oh my god, when you smile you look like a squirrel. It’s really cute,”

At some moment in the conversation she is going to smile or laugh. When she does that you can drop this next phrase on her, and perhaps follow that up by pointing at her cheeks or grabbing your own cheeks if the fun vibe is there.

**Four:** “My grandmother warned me about....”

Another playful push which can use about any topic you’re on. Let’s say she tells you she’s into modern art. You can joke that your grandmother said that people who like modern art are just trying to seem intellectual. The fact that you’re saying it’s your “grandmother” who has that opinion softens the blow and allows you to get away with more.

**Five:** “I like you; you’re fun, but don’t get a big head.”

This will be towards the end of the conversation. You’ve been talking long enough to have found out quite a lot about her and she’s found out a little bit about you. We are likely somewhere between four and ten minutes into the conversation. The fact that she has spent this long with you, given you this much of her time and emotional investment, of her playfulness, to a guy she literally just met - that’s a very good sign. It’s a good time to ask for her phone number, and we call this Closing. So drop this spike in just before you ask for it.

## GROUNDING

A common reason why the numbers beginners get flake (don’t lead anywhere) apart from being too nice (not spiking) is that the student doesn’t reveal anything about himself to the girl. She therefore goes home and wonders “who was that guy?” triggering doubts and then a lack of a reply.

We’re not saying that you should go on and on about yourself, bragging about



your job or your money. As a rule of thumb, all you need to do is weave in 3 things about yourself during the investment phase. You don't have to agree with what she said and try and force commonalities, you just need to slip in glimpses of your life to her so that she has some kind of mental image of you beyond your looks (which girls forget about anyway).

In the seduction community this technique is called "Grounding" as it adds gravity to the interactions and shows her you're not just an entertaining clown or a gay best friend who can only listen.

When Tom's daygaming, he always lets the girls know these three things about him:

- 1) His name, and that it's like "Tom & Jerry", with her as Jerry
- 2) That he's from London, where they all drink tea at 5 o'clock
- 3) That was used to teach kids but now he travels and writes like a wandering nomad

Note how each fact he gives is playful as well as being comforting. You don't want to be too serious and logical; ensure the flirty vibe is still there, even in comfort.



*Spiking*



# CLOSE

## CLOSING

Look again at the Model diagram. The attraction is spiked right back up again for the Close, which is what we mean by saying “close on a high” or “**close strong**”, just like in sales. You deliver the fourth spike and then go for it.

The term ‘asking for the number’ is actually a misnomer because, just like with going up and giving her a compliment, we never ask a girl’s permission or apologise for our masculine desires. Instead we will take the number in a strong, playful way. Make sure that you’re the one deciding to finish the conversation. When you sense that the chit-chat is dying down and you’ve delivered your five spikes and you’re over roughly the five minute mark, be the one to say you have to go with a line like the following:

“Anyway, listen; it’s been cool talking to you but I have to get back to work,” or, “This has been fun but I have to get going with my shopping.”

We repeat a mini-version of the compliment at this moment. This accomplishes the following:

- reminds her of what we want
- gets us out of the friend box of polite coffee
- filters her to avoid “forcing” the number from time-waster girls

We must make sure that the girl knows why we are taking the number. Use the following line after you’ve said you’ve got to go.

Listen, I’ve got to get going with my shopping, but let me tell you a quick secret.

Yes?

I think you’re pretty and I would like to take you for a drink





She needs to make a decision and now you are forcing the issue. It's a tense moment for a beginner because, just like the approach, you know that either a Yes or a No is about to happen. Be ready for this; it's completely normal. Don't flinch and don't allow a No to make you sad. Controlling your emotions and vibe is key.

For a beginner, think of it like a soccer player, a striker who's made it up the field and into the box ready to take a shot. Just the very fact that you've got into the box is a massive victory. Think of where you were only a few weeks or months ago. Many girls will say "no", not because you are not a possible dating option but because for various factors it is simply not possible. She might have even enjoyed the chit-chat and temporarily forgotten about a commitment such as a boyfriend or something going on in her life, but asking for the number forces her to make a decision.

You are going to encounter more No than Yes – a lot more. This is another hidden community truth. Think of it like playing poker. Most hands you will fold early and lose the ante, perhaps betting a round or two here and there and backing out when additional cards don't help your hand. So, most of the time in poker you're losing - little and often. However, you know that if you're playing consistently good poker then eventually you're going to win a hand big. That's the pattern - lose, lose, lose, win.

We have significantly more losses than wins but when we win, we win big. Just as with poker you have to put your ante in (the opener), play a round or two of betting (vibing, investment) until you find out if you might have a winning hand you can bet big on. A poker player can't control the run of the cards any more than a daygamer can control which girls are amenable to his schtick. But both know that so long as they continue to make good decisions, play the correct percentages, and carefully manage their emotions (and bankroll) then eventually the killer hand turns up.

So don't get emotionally connected to Nos. It is a filtration mechanism. When you have standardized your behaviour i.e. you're wearing the same thing, saying the same thing, controlling your vibe, you can stop blaming yourself and start to see it as a game of turning over stones. This is not to say that daygame is a numbers game because, as you've already seen, there are certain patterns and structures that are counterintuitive to what a normal person would do going up to a pretty girl.



**Every no takes you closer to a yes – it sounds cheesy but it's true.**

To continue the poker analogy... You have a hand that you're dealt and you play it as best you can according to mathematical probabilities which are hard logistics and also according to flair and psychology. The best you can ever do is play the hand you are dealt well and that gives you a percentage chance to win. Now, if you play a hand badly you always lose. This is why game is not a numbers game; if you do daygame badly you're always going to lose, but if you daygame well you give yourself the opportunity to win and every now and then the luck comes your way and you will win really big. You will end up dating a girl that it just seems impossible; how did that even happen?

## **“NO THANKS”**

So she will respond to your invitation. If she says yes, that's easy – say “Let me take your number” and get out your phone. However, if she says, “I'd love to. I've enjoyed the conversation but I've actually got a boyfriend” you'll feel a little sting. “All that work for nothing!” - actually, you've already been rewarded with a fun conversation, in-set practice, and some further self-belief that you can get girls this far. It's never for nothing.

For beginners, just like with conversational plowng, do not try to change her mind. She is letting you know for whatever reason that she is not going to meet up and this is a road to nowhere. Don't end the conversation with sour grapes or bitterness. Carry it on another minute, joking, keeping her happy, leaving her skipping off having enjoyed a nice interaction. Too many beginners get reactive and storm off at this very point, leaving the girl feeling bitter about the interaction and, more importantly, a destruction of the daygamer's own vibe, meaning that this sour vibe will carry into his next set and mess it up.

*Interactions can always be a win if you end them positively*

You've made a pretty girl's day, you've practised conversation, you've jumped over the quicksand, you've pushed it as far as you can go by asking for the number, you've completed another set, you've practised your teases and therefore this is a massive win. Do not underestimate what you've just done. Go home at the end of that daygame session and sit on your bed thinking of the street magic you've just created and the positive reference experiences you've just had. In that one daygame session you've cold approached more women than the average man does in his whole life. Congratulations!



## “OOOH YES PLEASE”

If the girl says “yes” or she smiles, don’t leave a long vacuum here or start what we term the “number close dance.” That dance is a sign of nerves, just like the approach anxiety, where you start waffling and undermining all the good work you just did. It springs from a lack of entitlement to the girl. Waffling would include things like joking about her phone, waffling about your phone, trying to justify why you’re taking the number, trying to future project what the date will be in exact detail – e.g. “Oh, perhaps Wednesday. I know this great coffee shop. Have you ever tried this...? Oh, maybe are you free on Thursday?”

We want to keep it cool, mechanical and clean. You say, “I’d love to invite you out.” Already your hand is in your pocket to get your phone. She nods, smiles, or doesn’t say anything. You pull out your phone and you say, “How do I spell your name?” or “Let me grab your details.” Type in a new contact to your phone or let her put the numbers in, just in case she doesn’t speak English or she’s fumbling with your new keypad, and it’s perfectly acceptable to then and there press save on your contacts list, open a message and write your name, for example, “Krauser” and send it there and then. Don’t make a big deal out of checking whether it went through or if her phone is ringing, unless you’re in a foreign country and country codes and new SIM cards are an issue.

Now, a healthy problem of daygame after even your first few outings will be that you start to collect a list of new names in your phone. Anna. Ann. Mary. Emma. Sarah. After you walk away, when the girl is out of sight, update the contact with some playful reminders of who and what she is. For example, ‘Anna squirrel engineer Oxford Circus’, or ‘Sarah Tesco squash Spain’. These notes mean nothing to anyone except you and will prompt your later texting. Something we’ve realized with mass number collecting is that sending your name initially there and then on the spot means that you’ve got a time stamp in your phone. Let’s say that you collect three numbers in the day; they will be timestamped in the order of when you sent that message. You can refer back to this list not only for picking up the information on her contact but knowing what day the daygame session was and what time in the day you met her.

Iphone users can use the app “New Digits” to order and sort numbers.

Remember to tilt your phone subtly away from the girl as you put in her number, so she doesn’t see other similar contacts popping up on your screen





*Number close*

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### To Instant Date Or Not To Instant Date?

When daygame first became popular, keen seducers would try to take every girl they spoke to on an “instant date” before getting the number - i.e. moving directly from the street where you’re chatting to a nearby coffee shop. This is useful for beginners for the following reasons:

- you get more face-time with pretty girls where you can practice your conversational and dating skills
- it stops numbers flaking if more attraction work is done to solidify the number during coffee

A big health warning with instant dates is that for many beginners, they don’t improve the open-to-lay ratio, and can even reduce it, because on the instant date the student piles on the rapport and drives himself even deeper into comfort quicksand. The girl enjoys the friendly chat but puts him in the “gay best friend” box. Tom and Krauser only go for i-dates when they think a Same Day Lay is on, so as a stepping stone to getting her from the street to their bedroom via a coffee shop and a bar or two.



## CONCLUSION

It's a jungle out there. There are many, many different types of animal. Many types of girl, many types of man, so there's going to be some guys who are at the top of the tree, the George Clooneys and Brad Pitts, and every girl is going to fancy them. That's no reason to be discouraged. Krauser and Tom are very obviously not good-looking or famous. But we do very well for ourselves. The reason is this: somewhere out there are the girls who are just going to like you. They are just going to like you without you having to do a lot.

What we've done here is given you a basic system whereby you can go out and find them and put your best foot forward. Then, if the girl just happens to like who you are, what you've got to offer, the look on your face, the shape of your face, the colour of your skin, the way you're dressed; whatever it is. There are going to be some girls who just like what you have. You are a man; masculine qualities are attractive to the feminine. So with this system if you go out you're going to find those girls and you're going to get the interaction rolling. This in itself is a massive win which will transform your life.

Now, a word on expectations.

Lots of the PUA industry marketing materials will tell you things like 'the three secrets to get any girl', 'the magic pill to make you the alpha male'. This is bullshit; it's just not true. There is no special secret. Getting good with girls is a long hard slog.

A common timeline for progress is as follows:

- 0-6 months facing approach anxiety head on, getting the basic London Daygame Model locked down. Flaky numbers. A few dates that don't lead to much
- 6-12 months. Beginning to improvise around the structure, freestyle a bit and feel rooted and present when daygaming. Anxiety controlled by accepting it and pushing through it. Good and bad days – state is volatile. Numbers begin replying more and some dates lead to sex



- 12-24 months. Model is pretty much internalised and you begin to do lots of things on auto pilot. The social frame begins to become a sexual frame. You experiment with hotter girls in harder situations. You can get laid from direct daygame once a month in a big city.

Not that this timeline is generalised, and it really depends on your starting point. Don't focus on comparing yourself to others – the real competition is with ourselves. As long as you're moving forward in the right direction, you'll get there. Don't be fooled into thinking you can learn all of this in a week. It's going to take 1 to 2 years of graft to get to a decent level for most guys.

What we're going to do is take wherever you are right now - your social situation, your current success with girls, your general attractiveness, confidence and charisma - and we're going to improve it. Some readers, maybe they're already doing well with girls and they just want to do better. Other readers may be really struggling with girls and they just want a girlfriend. The good thing is wherever you stand, if you follow this system you're going to jump up a couple of levels and for most guys that's like winning the lottery. If you stick with this, don't think about the failure, don't think about how far you have to climb up the mountain, just every now and then, after a few months of daygame, just think about how far you've already come.





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**NEXT STEPS**

## THE DAYGAME JOURNEY

### THE DAYGAME JOURNEY

You may feel like you're about to take a step into the unknown. It's a curious mix of excitement, uncertainty and perhaps even fear. At some point – it differs between men – you'll suddenly feel everything click into place. That doesn't mean you'll suddenly become awesome at daygame but at some point you'll suddenly "get it".

You'll realise this is the path to becoming the man you want to be, the man you know deep inside is who you should be. Daygame will become very exciting, addictive even. Watching YouTube videos now (or seeing daygamers on the streets) you may marvel at their discipline and workrate, thinking "how can they be so into it". And yet, at some point, you'll understand. You'll wake up in the morning fired up to go out and hit on some girls.

This is a great position to be in. Your hindbrain has been sold – it accepts that you're headed in the right direction. This book gives you all the technical instruction you need to get to that point of realisation. Once you've become to identify yourself as "a daygamer" you'll be thirsty for more knowledge. You'll encounter all kinds of phenomema on the streets that don't make sense while knowing intuitively that if you can understand it, your results will improve.

We've got you covered every step of the way. There are hundreds of men who've taken this journey right up to intermediate and advanced levels. Tom and Krauser have been teaching them for years and have a whole suite of materials ready for each step. So, once you feel like you're over "the hump" and have the basics down it's time to continue your journey.

If it's live training you want so a professional daygamer can have a look at your interactions live on the street or over Skype with mp3 analysis then contact Tom ([tom@tomtorero.com](mailto:tom@tomtorero.com)) or Nick ([nickkrauser1@gmail.com](mailto:nickkrauser1@gmail.com)).



## INTERMEDIATE

We define this level as “getting laid with a new girl each month, but having to work bloody hard to get there”.

The core intermediate book is **Daygame Nitro**. It takes the simple London Daygame Model you’ve just learned and polishes it all. Now you’ll learn not just the How but also the Why. You can take those training wheels off (the specific lines and sentences) and start developing your own based on solid principles. We’ll also show you how to instant date and escalate. Tom’s first book **Daygame** also contains lots of practical information for intermediates on the model and how to implement it. His short Amazon Kindle handbook **How To Flirt With Girls** is ideal if it’s the attraction / spiking section of the model you’re finding hard.

## ADVANCED

We define this level as “two new girls a month, of pretty good quality”.

There are two key products targeted to advanced guys – the book **Daygame Mastery** and the video series **Badass Buddha**. Both cover the advanced LDM in detail but take a slightly different teaching method. **Daygame Mastery** is a hyper-detailed deconstruction of everything that happens from hitting the streets until getting the girl into your bedroom. Think of it like taking apart a car engine, cleaning it up, and then putting it back together in perfect working order. **Badass Buddha** is the model retold as elegant simplicity, bringing out core easy-to-remember principles. It walks you through the same process but drilling into you the small number of key concepts to have in your mind while with the girl.

## FINE-TUNING

Assuming you’re already out on the streets drilling your daygame, the theoretical materials are best to keep you moving forwards. We’ve also produced some materials to focus on particular elements of your technique. These are relevant for any level of daygamer looking to brush up a weak part of his game.

**Daygame Overkill** is a detailed infield analysis using ten of Krauser’s recent street videos. It breaks them down into detail to show all the finer nuances of street game. This is a living breathing example that makes the LDM leap off the page.



**Conversation Ninja** is a step-by-step guide to adding flair and sparkle to your verbal game. Tom goes through the gambits and lines that will upgrade your conversation from “normal guy” to “charismatic”. You may have marvelled at his verbal dexterity with girls. Now he reveals the method.

## OUR JOURNEY

Sometimes you want to drop the theory and just enjoy the stories. It can feel lonely on the streets as you face all kinds of mental challenges as you climb up the mountain. It’s reassuring to know other people made the same journey, on the same path, and reached the summit.

**Daygame** is Tom’s memoir of his first few years in London, seducing over a hundred girls. He gives it to you straight with all the sordid details. His second memoir takes daygame overseas with Torero Travels, chronicling a year of foreign adventure laying exotic girls from LA to Sydney.

**Balls Deep** is Krauser’s memoir of his first two years in London. He takes you deep into the weekly grind on the street and the sporadic (but epic) highlights of laying girls. This book patiently walks you through your first thousand sets, explaining what to expect and how to keep pushing ahead.





# MY DAYGAME JOURNAL

PART THREE



	mon	tue	wed	thu	fri	sat	sun
#approaches							
#contacts							
replies							
dates							
kisses							
lays							



## Grooming to do list

☐

Hair

☐

Stray hairs

☐

Nails

☐

Breath

# OPEN STRONG!!!



# Stack

- ☐ playful observation
- ☐ Tease something
- ☐ challenge her
- ☐ mini story about her
- ☐ Listen out for topic

↓  
identify topic → Go to vibing



## What NOT to do in vibing

☐

Kiss her ass

☐

Politics + religion

☐

Laugh at own jokes

☐

Jumping topics

☐

Try to impress



# Investment



Listen



Open questions



Chill out

**BUT!!!**

**SPIKE!!!**

(every minute or so)





Gazmongo@gmail.com



## HOW TO OVERCOME THE MOST COMMON “SHIT TESTS” A GIRL WILL GIVE A BEGINNER DAYGAMER.

Girls test guys instinctively and subconsciously to see if he is who he says he is. It's normal, expected and healthy. As a beginner you're going to get a lot of these as you're not yet congruent with the man you're presenting yourself as on the street.

Here are the most common tests a girl will give. Learn the standard responses (practice them in the mirror) so they don't phase you. A golden rule is that you remain calm, non-reactive and smile as you reply, then carry on with the model as normal.

1) *Do you do this all the time?*

I'm the kind of guy who goes for what he wants. Life's too short not to go for opportunities don't you think?

2) *How old are you?*

Too old for you ;) I'm 85 but I had plastic surgery

3) *Are you trying to pick me up?*

Whoa, slow down, first you need to buy me dinner before we take things to the next level

4) *Why did you stop me again?*

I'm a guy, you're a girl, I saw you and was attracted to I came to see if you're interesting as well as cute

5) *How about you give me your number...do you have a card?*

Whoa, I stopped you so it's my job to take your number, no woman in the history of the world has called a guy after getting his number. You can say no, I'm a big boy ;)

6) *I have a boyfriend*

I don't want to be your boyfriend ;)

## DAYGAME MANTRAS:

Say these to yourself before you go out, write them in a book, chant them in your head as you're on the street. These mindsets will create positive feedback loops in your brain rather than the negative weasels taking over and paralysing you into inactivity.



- Don't hide your dick
- Men approach women, this is normal and healthy
- If you're not one of the chosen, become one of the choosers
- I go for what I want. I'm the buyer not the seller
- Every no takes you closer to a yes
- "Rejection" is normal and expected, it's just flipping stones
- First one is the worst one. Jump in!
- Being social will make me happier
- Go and make her day
- Crash the car, otherwise you'll never know how fast you can go!

## MY DAYGAME ROUTE MAP

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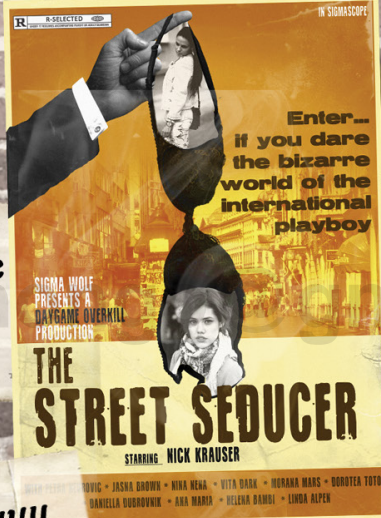


# DAY GAME OVERKILL

*The ultimate double bill. Cutting edge  
daygame theory and mindblowing infield*

*See **real live**  
pick-ups  
of hot girls*

*The **secret tips**  
that the daygame  
pros use  
to seduce  
hot women*



*Become the hot guy  
the girls dream about*

**THIS IS 335 MINUTES OF ADVANCED DAYGAME INSTRUCTION  
ONCE YOU'VE NAILED THE LDM IT'S TIME TO SHOOT FOR THE TOP TIER  
NICK KRAUSER SHOWS YOU HOW**

Available from  
**WWW.DAYGAMEOVERKILL.COM**



**TAKE THE PLUNGE WITH TOM TORERO AND FULLY UNPLUG FROM THE MATRIX. LEARN HOW TO LEVERAGE TECHNOLOGY TO TRAVEL THE WORLD WITHOUT QUITTING YOUR JOB, BECOMING A GLOBAL DAYGAMER AND FOLLOWING YOUR BLISS. THIS GROUND-BREAKING VIDEO TRAINING PRODUCT LIFTS THE LID ON HOW TOM DID IT, AND HOW YOU CAN DO IT TOO. BANISH YOUR SUNDAY EVENING BLUES AND HIT THE ROAD FOR SOME GEO-ARBITRAGE FLOWMAD ADVENTURES.**



Available from  
**WWW.TOMTORERO.COM**

# DON'T LEAVE YOUR SEX LIFE TO CHANCE!

NICK KRAUSER HAS DECONSTRUCTED DAYGAME TO ITS ESSENCE. EVERY MOMENT FROM FIRST MEETING THE GIRL TO HAVING SEX IS BROKEN DOWN INTO BITE-SIZE CHUNKS THAT YOU CAN PRACTISE UNTIL YOUR DAYGAME IS A FINELY-HONED MACHINE.



THIS IS A MONSTER. THE 468-PAGE LEVIATHAN THAT HAS BLOWN AWAY THE COMPETITION. DONT TAKE MY WORD FOR IT, CHECK OUT THE REVIEWS:

***"The best book I've ever read on the subject"***  
**- Brisey, RooshV Forum**

***"The complete guide and the best book on 'Game' I have ever read"*** - [The3bromigos.com](http://The3bromigos.com)

***"His many insights seem effortless, but are invaluable to anyone hoping to emulate his success."***  
**[Troyfrancis.com](http://Troyfrancis.com)**

***"Krauser's playbook is better than anything out there"*** - [LaidNYC](http://LaidNYC)

Available from  
**WWW.SIGMAWOLF.COM**



Tom Torero's complete A-to-Z toolkit seminar for daygame, dating and the seducer's lifestyle. Get ready to enter the mojo dojo with over six hours of content, introducing you to the 3D version of the London Daygame Model. Online video product, \$149



# BADASS BUDDHA



**Steve Harris**

Simply superb product Tom! Jam packed with pure actionable content from (in my opinion) easily the worlds best daygame/dating coach. This product is clearly the distillation of Tom's vast wealth of coaching and infield experience and is simply 10/10. Badass Buddha does an excellent job of bringing together all the core mindsets and inner beliefs for successful and enjoyable male-female interactions... whilst bristling with practical tips, tricks and examples of "how to" for every step of the way. An unquestionable "must-buy" for any man taking his daygame and dating seriously, from beginner to advanced. I can't thank you enough for the amount of high value material you consistently deliver Tom. Thank you!

★★★★★

**Daniel Lopo**

thanks for the programme is excellent and continue with good work you have done

★★★★★

**CanadaEH**

can't wait to watch it! :)



**Tim Schweizer**

Best dating coach in the world. =)

★★



**Alejandro**

Amazing product, Tom. Thank you for all this information and thank you for setting a reasonable price.

★★★★★



**Onder Hassan**

Was a pleasure to be at this live. Thank you for the opportunity Tom. Great content as always :)

★★★★★



**Sven2910**

Good Job Tom, very nice



**Zach Lee**

The Badass Buddha is a great Tom, what I really love is the fact that it is for beginners even the most advanced guys. Beginners can just implement a few of his hacks and see results. He does a really good job at taking complex information and simplifying it down, so anyone can understand. He only speaks upon things that you NEED to do in order to get gifts, and leaves out all the fluff. If you follow this product there's no doubt that you will see great results. 5/5 stars!

★★



**chris**

Complete, easy understandable product with a well spoken, charismatic coach who is down to earth and socially calibrated. Best PUA Stuff I've seen.



**Jonathan**

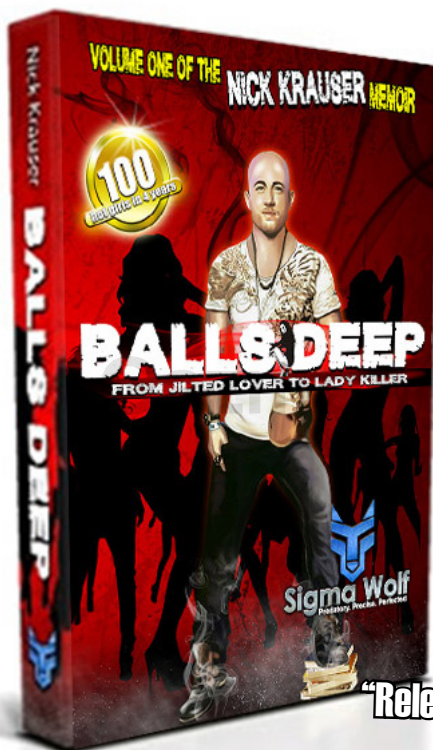
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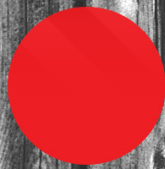
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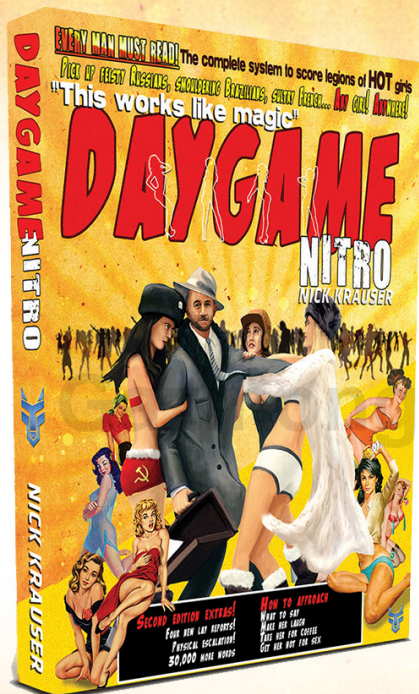
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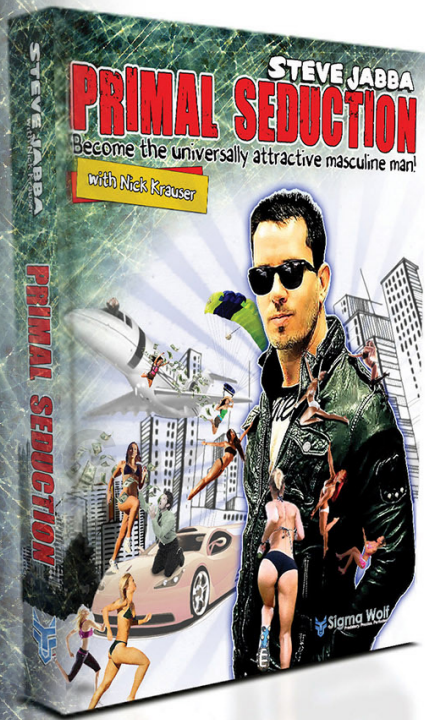
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